

# Adwords Black Book

The Adwords Black Book  
© The Black Book Factory, All Rights Reserved

### Earnings Disclaimer

Actual results may vary with the use of this product. No promises have been made, are being made or will be made.

### Terms of Use

You are authorized to consult this product and use the resources as a paying customer. Any unauthorized sharing of the contents, or unauthorized distribution is punishable by International copyright law.

To be clear, you have not purchased any right to resell this material, or to share it in any public venue.

The author and publisher of this material assume no legal responsibility for the actual use of the ideas and techniques shared in this material.

- 4 - Introduction
- 9 - Tactic One: The Bully Technique
- 26 - Tactic Two: The Invisible Popup
- 34 - Tactic Three: Bid on Trademarked Terms
- 42 - Tactic Four: Trademark Resistance Part One
  - 43 - Bitch Slap Technique One
  - 47 - Bitch Slap Technique Two
  - 48 - Bitch Slap Technique Three
- 50 - Tactic Five: Use Brand Names to Build Your Brand
- 57 - Tactic Six: Get a Little Back
- 59 - Tactic Six: Squeeze More Profits from Your Squeeze Pages

I'm about to spill my guts to you.

When you're done reading, you may view me as a cult hero.

Or, you may think I'm the worst thing that has happened to Internet marketing since the invention of page generators.

If I dwell on either possibility for too long, this information will never reach you.

With organic search engine optimization you have white hat and black.

But until now, the only less-than-Holy association ever mentioned where pay per click advertising is concerned is click fraud.

So I don't scare the hell out of you to begin, there isn't anything inherently evil going on here.

I am not the prince of darkness.

But, there are things going on below the pay per click surface - the kind of things that make you wonder if the 'gurus' are really sharing the whole story - that give me a killer advantage over all of my competition.

I'm killing people with sly, ruthless tactics.

Call me the cold-blooded hit man of pay per click advertising.

And, with you, I'm about to share some of the techniques I use to snipe unsuspecting prey, almost effortlessly; almost at will.

How this all began . . .

Three years ago, barely making ends meet, I put \$50 on my credit card and opened an Overture pay per click account. That happened after three months of gut-wrenching internal debate and deliberation.

We couldn't afford a screw up. My wife, supportive as she were, would have . . . she has power over me.

But, immediately I made money. And I always have. I like that money and I'm not letting go.

In my market niches, I feel a certain sense of entitlement, a sense of arrogance. I hold the belief that if you mess with my place on the throne, I will behead you.

It's not personal . . .

But it *is*.

I like my lifestyle and anyone who goes at that will get a fight. I'm not talking a little catfight; I'm talking full-court smack down.

I'm talking metal chair across the head. I'm talking blood on the first five rows.

I'm talking "I won't stop until I'm dead."

Get the picture?

Reduce my conscience 10% and I'm the guy shooting people for the CIA for a living.

Oh, they only do that in movies, don't they?

It just comes to me. Outwardly the world sees a U2 kind of guy; inwardly, I'm pure Ozzy fan.

So my Art of War meets Machiavellian approach to pay per click advertising developed along the way as I became obsessed with ways to torpedo my unsuspecting "challengers".

I doubt they have any clue what hit them. Though, I'm sure it's not painless.

In January 2005, when Google made its changes, I had a problem to contend with. And I'm going to share how I turned that problem into rich rewards.

Initially my sales dropped, but after implementing what I'll teach you my sales nearly doubled.

DOUBLED.

And it had nothing to do with deadbeat wannabe's dropping out of my market; they've never been anything but annoying gnats.

No, my competition became the merchant itself. It was mere coincidence they began advertising the very week Google implemented the one advertiser per URL rule.

How does David slay Goliath? I'll tell you.

Skipping forward to my primary motivation for actually sitting down and making this public . . .

## **The Employer Who Crapped On Me, Fired Me, Then Became Dumb Enough to Futz With Me . . .**

You probably don't care about the finite details,  
so here are the broad strokes:

- Hired by employer as "office manager", aka,  
"receptionist"
- Took over affiliate program that was producing  
nothing, and made it a \$35,000 per month income  
source within six months.
- Promoted to "Director of Internet marketing" - it  
came with NO raise.
- Under my direction, Internet marketing component  
of this direct mail business grew to account for  
83% of company revenue - a 1.5 million per year  
operation.
- Where's my raise dude?
- Grew tired of being a free lap dance, decided to  
quit - but instead decided it would be more fun to  
go out guns blazing. I was fired; the first, last  
and only time that has or will ever happen.

**I will never work for anyone again.**

People close to me know how good I am at what I do.  
The top businessman in my town has practically  
begged me with offers of "Write your own check" to  
get me to mercenary my ass for him.

No. No. No.

NO.

I'll show you exactly how I've made the clueless chump who used to be my 'boss' write me checks nearly as large as what he was paying me to put up with his crap for 60 hours per month; except once I set this little system up - maybe we're talking 2 days work MAX - I spend my time doing whatever I want.

That's right, for 16 hours of work I've been collecting affiliate commission checks worth tens of thousands of dollars from this guy.

I should write him a thank you note for sending me thousands of dollars.

Right.

Really - I'm not mega-wealthy, but I haven't HAD to work for at least a year now. And beyond the immediate cash flow of sales, I've been using HIS brand to build MY business.

He thought he fired me - but he really sent me on an extended paid vacation; plus he's funding the growth of my business.

No. Of course he doesn't know it.

I'm going to tell you how to do that too - how to tap into the brand of your competitors to build *your* business.

So what do you think? Should we get down to business?

Good.

# SECRET

## **Tactic One: The Bully Technique**

This tactic, you may already know about. It's probably one of the few - if only. I start with it because most people I encounter don't know about it. And, actually it's not even a Google Adwords technique - it's for Yahoo! Search Marketing.

NOTE: If you aren't running ads on YSM, you're a fool. Pure and simple. I hear people whine all the time about how hard it is to get ads on YSM / Overture. "But it takes so long . . . blah, blah, blah."

Suck it up, OK?

We're here to make money and by simply taking one more step than the lazy schlep next to you, you'll make money.

A search phrase only gets 10 searches per month and it's not worth your time? Get out of the biz - or hire someone to do it for you. There's a lot of money to be made by investing a little bit of your precious time.

Stop whining and get an account:

<http://www.AdwordsBlackBook.com/ysm/>

Back to our regularly scheduled programming . . .

I'm starting with this tactic, because it's the tactic I started with and it's the beef bullion in the stew we're going to stir up. We need to get you warmed up to the idea of jumping into the mosh pit.

You have to be willing to spill a little blood.

If you've seen John Reese's Traffic Secrets you've heard of the "bully technique". I don't recall if that's where I picked up the name, or if I had a name, but that's what I call it now. Yes, I was doing it before I read it from John.

### **What's the bully technique?**

On YSM, you place a "maximum bid price". Most inexperienced marketers see a high bid price and they think "That's too rich for my blood".

They leave without ever attempting to fight. They get "bullied" out of the market.

This happens on Google too and I'll show you more about how that happens later on. For now, let's start with what's most simple to understand.

Here's what you'll see when someone is using this technique.

#### Overture Bid Prices

1. 5.00
2. 1.22
3. .99
4. .97
5. .89

Let's take a look at an actual example using the search term "marketing". We are looking at the "Add Keywords" screen on Overture. You can bet this tactic is being used widely by people in the "marketing" know:

**Keyword Selector Tool** [?](#)

In the box below, enter single words or phrases related to your products and services. Enter "Keywords" to see a list of potentially relevant keywords you may wish to add to your campaign.

Enter a word or phrase

marketing

Keywords	Search Volume	Top Bid	Est. Clicks*	Est. CPC(\$)	Est. Cost(\$)
<input type="checkbox"/> search engine marketing	1,183,633	15.01 <a href="#">Bid Tool</a>	59,181	11.68	691,234.08
<input type="checkbox"/> marketing	470,967	1.89 <a href="#">Bid Tool</a>	23,548	1.17	27,551.16
<input type="checkbox"/> internet marketing	342,848	3.05 <a href="#">Bid Tool</a>	17,142	2.95	50,511.76
<input type="checkbox"/> climb marketing site	165,624	- <a href="#">Bid Tool</a>	8,281	0.10	828.10
<input type="checkbox"/> email marketing	128,984	10.00 <a href="#">Bid Tool</a>	6,449	8.07	52,064.93
<input type="checkbox"/> direct marketing	104,835	4.50 <a href="#">Bid Tool</a>	5,241	4.50	23,584.50
<input type="checkbox"/> network marketing	92,694	1.15 <a href="#">Bid Tool</a>	4,634	1.06	4,896.59
<input type="checkbox"/> business marketing	60,742	4.41 <a href="#">Bid Tool</a>	3,037	3.37	10,234.69
<input type="checkbox"/> direct mail marketing	39,486	5.23 <a href="#">Bid Tool</a>	1,974	5.19	10,251.64
<input type="checkbox"/> small business marketing	38,143	5.00 <a href="#">Bid Tool</a>	1,907	4.17	7,945.83
<input type="checkbox"/> web site marketing	35,923	6.69 <a href="#">Bid Tool</a>	1,796	6.63	11,907.48
<input type="checkbox"/> affiliate marketing	29,849	4.50 <a href="#">Bid Tool</a>	1,492	2.91	4,336.75
<input type="checkbox"/> marketing strategy	29,372	2.50 <a href="#">Bid Tool</a>	1,468	2.33	3,420.44
<input type="checkbox"/> marketing and advertising	27,720	2.19 <a href="#">Bid Tool</a>	1,386	2.09	2,892.12
<input type="checkbox"/> real estate marketing	24,282	5.01 <a href="#">Bid Tool</a>	1,214	4.67	5,669.38
<input type="checkbox"/> mortgage marketing	22,406	5.03 <a href="#">Bid Tool</a>	1,120	4.68	5,241.60
<input type="checkbox"/> marketing plan	20,577	0.61 <a href="#">Bid Tool</a>	1,028	0.55	568.83

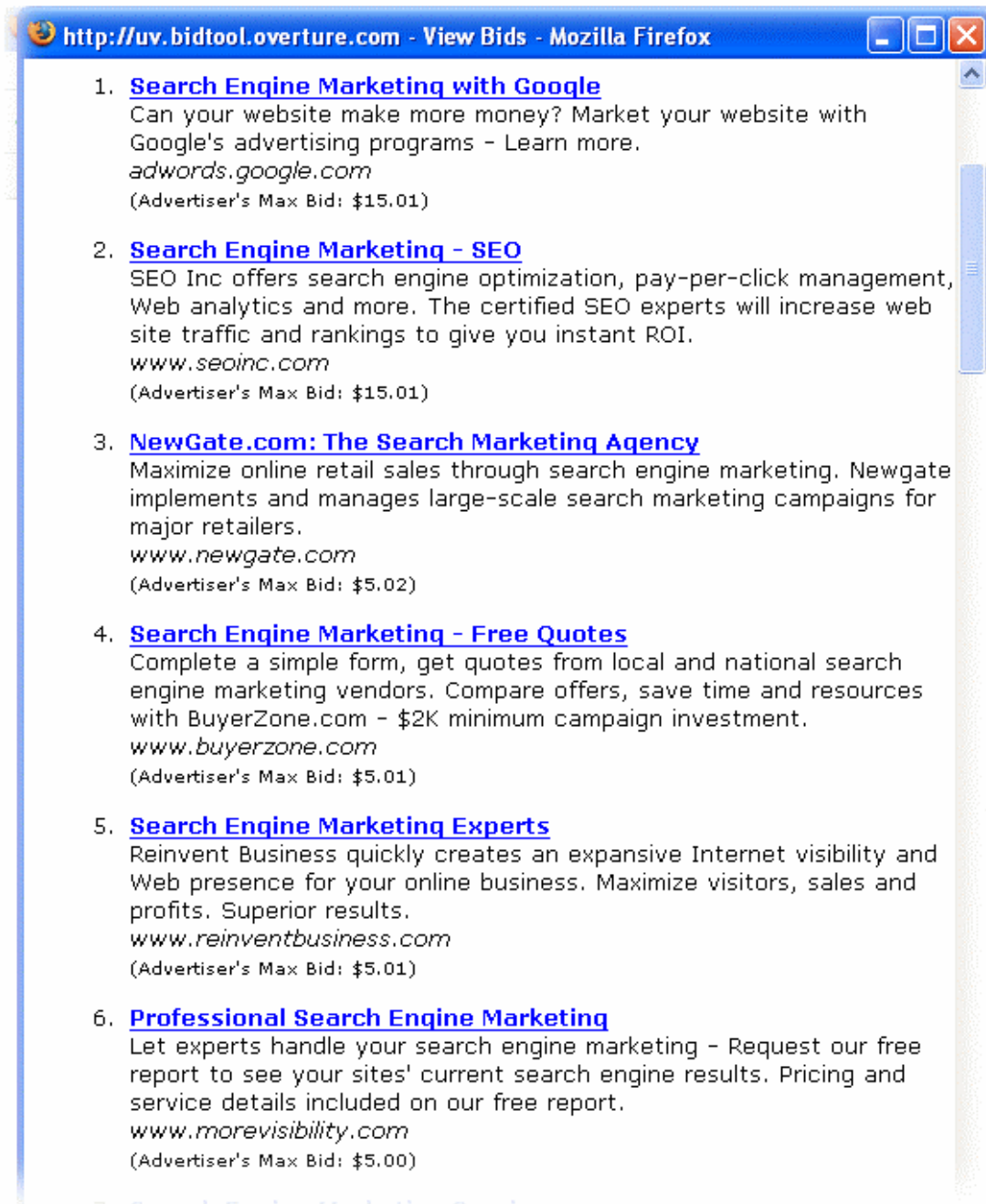
Check out the top listed keyword - "search engine marketing". \$15.01 PER CLICK.

That's big money . . . but let's click on the "Bid Tool" link and see what all the advertisers are paying. Is someone playing "Bully"?

Someone sure is playing bully, and surprise, surprise if it isn't the good guys in the white coats with PhDs on their walls . . .

# Google itself using the bully technique on Overture!

(Have I made my point about the value of Overture clear enough? Even Google advertises there.)



The screenshot shows a Mozilla Firefox browser window with the address bar displaying "http://uv.bidtool.overture.com - View Bids - Mozilla Firefox". The main content area lists seven search engine marketing advertisements. Each ad includes a title, a brief description, a website URL, and the advertiser's maximum bid. The bids for most ads are \$5.00 or \$5.01, while the first two ads have a bid of \$15.01.

- [Search Engine Marketing with Google](#)**  
Can your website make more money? Market your website with Google's advertising programs - Learn more.  
*adwords.google.com*  
(Advertiser's Max Bid: \$15.01)
- [Search Engine Marketing - SEO](#)**  
SEO Inc offers search engine optimization, pay-per-click management, Web analytics and more. The certified SEO experts will increase web site traffic and rankings to give you instant ROI.  
*www.seoinc.com*  
(Advertiser's Max Bid: \$15.01)
- [NewGate.com: The Search Marketing Agency](#)**  
Maximize online retail sales through search engine marketing. Newgate implements and manages large-scale search marketing campaigns for major retailers.  
*www.newgate.com*  
(Advertiser's Max Bid: \$5.02)
- [Search Engine Marketing - Free Quotes](#)**  
Complete a simple form, get quotes from local and national search engine marketing vendors. Compare offers, save time and resources with BuyerZone.com - \$2K minimum campaign investment.  
*www.buyerzone.com*  
(Advertiser's Max Bid: \$5.01)
- [Search Engine Marketing Experts](#)**  
Reinvent Business quickly creates an expansive Internet visibility and Web presence for your online business. Maximize visitors, sales and profits. Superior results.  
*www.reinventbusiness.com*  
(Advertiser's Max Bid: \$5.01)
- [Professional Search Engine Marketing](#)**  
Let experts handle your search engine marketing - Request our free report to see your sites' current search engine results. Pricing and service details included on our free report.  
*www.morevisibility.com*  
(Advertiser's Max Bid: \$5.00)
- [Search Engine Marketing Services](#)**

Notice that most of the players in the market are at the \$5.00 mark. Also note that SEOINC.com, in

**the #2 spot, has matched Google's bid. But, what are they really paying? . . .**

You should know what your maximum bid can be for the product you're promoting - that's how much you can spend on a click, assuming a certain conversion rate, and still make money. And in this case, it's probably around 5.00 per click - that's where the pack coagulates.

So, looking at these numbers nobody is going to dare dream of bidding \$15.01.

Right?

Let's go back to our example:

Overture Bid Prices

1. 5.00
2. 1.22
3. .99
4. .97
5. .89

Even though the guy in that number one spot is really only paying one-penny more than the guy in the number two spot - nobody will mess with his number one position by attempting to outbid. If he left his max bid at 1.50, then guy number 2 might play the outbid game. If you're going to play this game, then make your max bid high enough that nobody will mess with you.

He's bullying people from competing and that top spot will be his until someone comes along and takes it.

The guy in the number 2 spot is using a similar tactic, but he's more cautious. He doesn't want some guy like me or you coming in to run up costs on him. Personally, I will play that game and lose a little money in the short term for the long-term win; most will not.

INSIDER TIP: Things are only going to get more competitive. It doesn't matter what your approach is to gaining traffic. It's estimated 1 BILLION new web sites will come online in the next 5 years.

You must act now. And this is how you better start thinking - plant this in your head now as you continue reading.

The Google Cash model - run an ad, direct people to the merchant site, it still works in places. From there, with the single URL rule, people started creating landing pages. Some are even smart enough to try to collect an email address, most are not. Most are too short-sighted and focused on 'making a commission'. I will tell you how to do both, to hedge your bet, later on but forget that for the moment.

The difference between the guy at the head of the pack and the rear often comes down to this and it will become more true in future.

The guy at the head of the pack is happy to break even . . .

Because he has a plan for the future. He has a backend. He will dominate his market by being the man/woman on the top of the hill beating all challengers down.

You can beat the guy on top of the hill, but strategically, he always has an advantage.

You want that advantage. You want that to be you - you need to have a backend - ESPECIALLY IF YOU'RE AN AFFILIATE.

The PPC game will become increasingly tough to compete in if your only making money straight up off an initial commission. You can do that now - it can be so easy it makes you fat, dumb and happy.

Until some guy like me steals your business.

Will that be tonight while you sleep? If only I had more hours in my down.

**Here's what you need to know:**

1. In many markets you can bully people too. Set a max bid that's way out of reality. Don't get carried away though and I'll tell you why - this isn't something you want to do if you're going to take off for a two-week vacation in the Bahamas.

You can literally scare off competition. When people do their research, they get lazy. That's almost a given in any market. YSM only shows the top bid - so anyone who doesn't take the time to use some fancy piece of software ( like <http://www.keywordlocatorplus.com/> ) or click on the Overture "bids tool" won't know that the guy is only paying \$1.23 - they'll see \$5.00 and leave.

2. Overture / YSM is overlooked by a lot of people; it works great. Use it. In fact, it might even be BETTER than Google.

OMG - did he really say that? Really people; can we get over this blind love affair with Google already?

3. You can combat a bully by calling his bluff and bidding a penny under him. So, if you bid 4.99, then he pays the full \$5.00.

And you?

You still pay just a penny more than the guy below you - \$1.00. Like I said above, don't get carried away. It can become a game of chicken - or dumb and dumberer.

If you're going to use either tactic, monitor closely.

4. This may vary from market to market, product to product, but I swear I make 4 times as many sales in the number one spot as I do in the number 3 or 4 spot.

I don't know.

Maybe I convert like a whiz-kid, but if you're promoting an affiliate product go for the number one spot. Later, I'll tell you what that guy knows that you don't (but damn well should).

READER QUESTION:

How long did it take until you felt "Ah, now I have reached a level where I actually do earn money"? I've been doing adwords campaigns for 1 month now.

-----

First, I don't know many things worth being good at that you're going to be good at after one month. If marketing was that easy, everyone would be doing it, wouldn't they?

So give yourself some time and accept the fact that it's more likely you'll fail before you succeed.

Now, if you let the failure beat you and scare you away, then guess what?

You'll never succeed. And you'll never have the "ah" feeling.

Instead, take the failure and learn from it.

Fail faster.

Don't be afraid of getting hit in the mouth a time or two. If you're afraid to get hit, then you're not ready for the game.

Most people aren't failing to succeed for lack of knowledge; they're failing to succeed because their head isn't in the right place.

# Check it.

You're going to learn a lot by reading this book.

You're going to learn tactics that COULD be worth hundreds of thousands of dollars to you.

But, it's worthless if you're afraid to get hit a time or two. Getting 'hit' is what's going to force you to learn, because you don't want to keep getting 'hit'.

It took me several months to find the guts to create my first PPC account with Overture. The \$50 required seemed like a big risk (and it was a big risk at the time) on something I knew nothing about.

I don't even think a "how-to" book on PPC advertising even existed then.

The company I worked for during that time was dipping their toe in the Overture water to the tune of about \$1000 per month, but they were only breaking even at best.

We're talking early 2002 here.

I probably got lucky, because I was profitable almost instantly. I was focused on two products that I had first-hand experience with and I knew the markets well - though my approach was not sophisticated at all. I'm sure I knew less then, than you know now.

But, I did pretty much what I do now. I bid on the keyword phrases people were searching on when they wanted to buy these products.

That was probably more dumb luck than carefully plotted strategy - it never occurred to me to seek out related keywords.

OK that's not true, it did occur to me. In retrospect I saw where my employer was making money (on his trademarked terms) and where he was breaking even or losing money (on everything else).

So I took the sure bet.

*Note: Let me say right here because I'm slamming the practice of bidding on mass amounts of keywords, that there is a time and place for doing that. If you're damn good at converting traffic - if you're digging for leads and you have a great backend marketing system, then do that.*

*You should do that. I do that.*

*You should reach far and wide and convert like hell, or Tom Bell (and they both do a pretty damn good job, don't they?).*

*I'm only, generally, against doing that if you're promoting specific products and dealing with a percentage of the sale.*

*You don't have the margin for it until you become a more advanced marketer.*

*My employer lost money, because his site wasn't designed to convert that kind of untargeted prospect. Even though he paid the world's 'top conversion consultants' to help his site convert better, the conversion process sucked. And it's the process most companies are using online.*

*You're gonna get more of this later in the book, but in general, any advice written about online marketing for the 'corporate world' is pure crap.*

*Put your hand in a pile of it right now. Feel it.*

*Smell it. Taste it if you must.*

*Then stay the hell away from it.*

*Don't follow it and don't spend your money to direct people to it unless it's spot-on-target traffic.*

I don't want to make it sound overly simple to make money using PPC, because the environment is becoming more competitive.

But, it really is an easy process when you master it. The trick is finding unique products that people are searching for - that aren't being marketed by more than a few people.

There are thousands of these products. Finding them is the hard work, but I'll tell you how to do it later.

We're not talking about huge markets - or huge numbers of searches. My best performing campaign receives about 2000 searches per month. But those are primarily people who are in the "buy mode" and my conversion rates are high - 5%. And I make a good commission per sale.

How long it takes to begin making money depends on a little luck and a little persistence. Choose a product to promote that pays \$30 or more - but avoid promoting products that have a glut of competition already (but you decide that not on a quantity, but on what people are willing to spend - if a lot of people are willing to spend a lot, you'll find easier pickings elsewhere).

Finding these gems is the trick. But they're out there and if I'm finding them, you can too.

While ads and the right keywords are important, the most important factor is to find the right products. That's where you'll work to earn your money. But, once you find those products, then you'll have a reliable profit producer using pay per click ads.

Some people claim they "test" about 20 products on Adwords to find a single winner. You can improve that success rate, dramatically, by following the advice I give about how to pick winning programs to promote.

My experience with Adwords is this:

If it's a product in my specialty niche - the market I know - almost everything I promote is profitable.

Everything.

If it's something other than my niche, I miss more than I hit. And if I'm an 'expert', then what should that tell you?

You can tweak your ads until George W. Bush learns to tell the truth, but ads only generate traffic.

Traffic is no guarantee of anything except the expenditure of money.

You want to spend as little of your money as necessary, while making as much as possible in return.

Buy low, sell high. That's all there is to business and you could take that single phrase and make billions. Just think about it in every context of what you're doing with Adwords.

Success requires some inside insight that the Adword money hounds don't have - those people who are just burning through products trying to find one that's profitable without any clue about what they're promoting, who's buying it - or even if people ARE buying it.

Ask these people why they're failing and they don't have a clue.

With a little inside insight, you'll dig up the gems that aren't found mainstream. Or, at the least you'll be promoting them before everyone else and that will give you several advantages down the line.

If you follow the advice here, and you will if you're smart, then I can almost guarantee that you're on the way to kicking ass on the path to producing Adwords income.

# TOP SECRET

## **Tactic Two: The Invisible Popup**

Let the controversy begin.

I bought a little program called "Affiliate Cloner" because, well, I had an idea for how I wanted to use it.

Then I discovered this rocking little feature called the "Invisible Popup".

Before you get too excited, that feature is no longer a part of the Affiliate Cloner program that is currently offered for sale. Rumor is Clickbank asked the merchant to remove that feature if he wanted to continue selling through CB.

Apparently, he did.

But I did include a program that does the same thing. You can install the script on your own server. I can make no guarantees to you about how well it works. I'm working on a version myself and I'll provide you access to that when it's available.

What does it do?

When someone visits a page with this encrypted JavaScript code on it, an "invisible popup" occurs. Bottom line: it simulates the visitor clicking on your affiliate link and it places a cookie - your affiliate ID - on their computer.

The reason I started using this was I wanted to be able to place my cookie and then direct people to any page I wanted on a merchant site. I didn't want to be limited to sending my customer to a general home page that stood no chance of converting a sale. Most merchants like the idea of making money online, but they're clueless and that's why they need you and me.

So I tried this little trick and wham: My sales doubled.

Sure, I thought it was because of my newfound control. But I found that EVERY affiliate product I promoted had similar results regardless of where I sent my visitors.

With one affiliate product, I went from an average of 38 sales per month up to 57.5. At \$30 per sale, that's what? Almost \$600 per month?

As my ass grows numb sitting in my chair at this moment, I've been doing that for 18 months - I've squeezed an additional \$10,600 in sales there.

Riddle me this though: What was really happening?

Instead of paying for 100 clicks to my site and having 25% cookied with my affiliate link - the people who actually clicked on a link, 100% were being cookied (or whatever percentage took my JavaScript).

So the visitors whose clicks I was paying for - the ones who were visiting my site, then hitting their back button - were now getting credited to me.

Is this cheating?

We could argue that all day. But, I also happen to know that I lose commissions every day because people phone in orders (25%, based on my first-hand experience), delete cookies, or sales that should be credited to me are not.

I've managed a few big affiliate programs so I know these numbers - even though I NEVER cheated an affiliate out of a commission (because that would have meant cheating myself out of commissions too), you best believe most merchants love you sending them customers but they don't love paying you.

Fact is, most of them aren't smart enough to 'get it' - like the affiliate who insists on going for the commission instead of a subscriber AND a commission, these merchants are short-sighted and it's most of them.

### **Petty Reasoning Aside - and the "Good" in Me**

Some people can use this tactic to stuff cookies or to blatantly rip people off. Cookie stuffing is putting more than one invisible popup on your page and attempting to cookie yourself for every product in a market.

Don't be a putz. That will almost definitely get you reported, hated, kicked out, whatever.

Good. If you do it, I hope you get fried.

If I see you do it, I'll fry your ass because it will ruin the tactic for everyone.

Balance is good. This is a balancer, used right. If you try to cheat the scales you deserve the inevitable.

I want to make as many sales as I can. And as an affiliate I put a lot into selling a product. I create my own sites (because most merchant's suck), my own sales letters (because most merchant's suck), my own follow-up auto responders (because most merchant's suck) and training videos.

Remember, I started using this tool because as an Internet marketer I know things that merchants themselves don't - send people to the specific page of the specific product they want to buy.

So, I'm not just vamping on people and I hope you don't either.

Man. Now you've got me going.

I'm going to get on my soapbox right now. Ready for a small ear full?

Most merchants are totally clueless when it comes to selling online. They really are. I'm talking 95% - maybe more. They don't know what they're doing.

And why should they?

They make widgets. They run a business that's about being good at something which probably has nothing to do with zeros and ones.

They aren't Internet marketing experts. And they should appreciate you full on for helping them with their weakness.

Usually, though, they don't.

And I want you to hear something right now. If you bought this information, then you've got a decided edge. For starters, you're savvy enough to know

that cutting edge information makes money. It makes a lot of money if the information is applied.

You probably know more - you will about PPC advertising before we're done - than even the best paid consultants.

Give yourself some credit and step up to the plate with some guts. You have a knowledge edge and you can take what someone else is doing in mediocre fashion and make it glow.

My focus is on affiliate marketing. This information applies across the board, but I want to tell you just how great affiliate marketing really is if you don't already get it.

You have no overhead, really. You have no inventory. You take no orders. You process no returns. You deal with very few customer headaches, if any.

What does this all mean? You get to focus 100% of your time on becoming a kick-ass marketing expert.

Your business is being an expert at what you do. The better you are, the more you make.

My family cannot even fathom the idea that I've enjoyed a pay raise of 10% or more PER MONTH over the past two years. Most people don't see a 5% pay raise per year.

So don't make the SINGLE BIGGEST MISTAKE almost every affiliate marketer makes; don't put the business of marketing into somebody else's hands.

**Do not depend on a clueless merchant  
to make the sale for you.**

You have to take control. You have to know that your business is to find buyers and sell them.

That's your game.

Some affiliates do make sales. Some do it well. But 95% do not. That's a lot of opportunity for you.

Affiliate marketing IS NOT about building someone else's business, except if you're a fool. It's about building your business.

OK. Stepping down from soap box.

. . . for the moment.

## My Method . . .

1. I write ads with the specific intention of getting as much targeted traffic to my site as possible. Usually they read something like:

**Product X**  
**Do Not Buy Product X Until After**  
**You Read This Revealing Review.**  
**MySite.com/Product-X**

My click through rates, using this negative "Enquirer-esque" approach, range between 8-12%. Sometimes my click through rates are higher.

I'll show you how I test against other people's ads to know almost exactly what their CTR rate is. In most cases, I'm getting clicks at 4 times the rate they are (which means at 1/4 the cost).

2. My landing page has a name squeeze with an invisible popup on it. More on this later, but it allows me to go for the subscriber without the need to focus on getting a click on my affiliate link.

The kind of name squeeze I'm going to introduce you to will ratchet your sales process up about six notches - it's brilliant.

3. On subscribing, I usually direct my subscriber to the merchant website - to the page on their site I want my subscriber to go to assuming it has a decent shot at selling. If not, I create my own page, then at the end of my sales letter link right to an order page.

Using the invisible popup, you don't have to send people to a page that wouldn't sell ice to an eskimo.

You don't want the merchant to screw anything up. Given the chance, they usually will. This is your business.

Here's the link to the Invisible Popup Tool I'm letting you use as a purchaser of this product - **do not share this link with anyone.**

<http://www.adwordsblackbook.com/iptool/>

# SECRET

## **Tactic Three: Bid on Trademarked Terms**

I know people who spend their days researching piles of keywords nobody else has discovered, digging up misspellings, searching out parallel markets, Universes, whatever and etcetera. I guess that works for some people.

Not me. But not because it can't work - I'll tell you how you SHOULD work that approach later.

I'm not interested in spending \$10 to make \$13 - I usually spend \$10 and make AT LEAST \$35-40 in return.

There are times when it makes great sense to spend \$10 and feel lucky to get \$13 back on the front end, but not the way most people go at it.

I focus my attention almost 97% exclusively on Trademarked terms.

Here's why, reason one . . .

5% conversion, or higher, is typical.

With a product that pays \$30 or more per sale, that's a great ROI most of the time. I don't need a massive amount of traffic - I just need to bid high and convert high. (Read tactic two if you have any question about converting high).

Ask any really good business person and they'll tell you to minimize risk you want to do business transactions that guarantee an immediate profit.

You don't go in hoping you'll make money later. You either know you'll make money, or you don't waste your time.

I don't know what your skill set is, so excuse me for assuming you're somewhere in the crowd that isn't quite Dan Kennedy, Jay Abraham, Carl Galletti or Gary Halbert.

So even though a bunch of young punks out there tell you "the money's in the list", you listen to me and you make your money now.

Huh, what? Didn't you just contradict what you said in the previous chapter Mr. Black Book guy?

No.

What I'm saying is, until you've got a proven system that converts at a high level don't speculate on making money later. Build your list - YES!! But make the money now - that, my friend, is why you use the invisible popup.

And that's why you promote things as an affiliate that make you money from the git-go.

So my competition spends their eight-hour day like this:

1. Go to CJ and spend an hour to find a merchant to promote.
2. Go to Wordtracker and spend 6 hours doing keyword research.
3. Spend final hour scrambling to setup a new ad campaign with 12,345 keyword phrases.
4. Go to discussion board and ask

- "Is something wrong with CJ today?"
- "Is something wrong with Google Adwords today?"
- "Does the Google Cash method still work?"

I spend my four-hour day like this:

1. Discover new product using my "On the Money Approach to Finding Affiliate Programs" that I share with you later.
2. Signup up for affiliate program.
3. Create ad campaign with 10-20 keyword phrases that include the spot on keyword phrases searchers are using when they **want to buy** what I'm promoting.
4. Alternate between checking on sales and playing my favorite video game.

### **I Want to Clarify Something Here - Listen Especially If You're an Affiliate**

Great products don't sell without great marketing. You can sell total crap - get people to smoke, drink and eat it - with good marketing. Think about that.

But here's the greatest fallacy on the Internet:

"The money's in the list"

That's mostly a load of crap. Do people with lists have quick access to potentially making money?

Yes.

But guess what? I've had lists for a long time and for a lot of that time I didn't make squat.

I know people with big lists who make nada. I know people with relatively 'small' lists who make a killing.

Where's the money, really?

First, it's in your ability to sell things. How hard is it to sell things?

IT'S NOT HARD AT ALL!

It's this simple: Make people an offer they can't refuse.

Who can refuse being cool? Even though they stink and *they're not cool* hacking for ten minutes every morning, isn't that enough to sell a LOT of people on smoking even though they know it will eventually KILL them?

Who can refuse fast, 'fresh' and hot (and cheap) food? Not most Americans. "Feed me crap - I'll eat it, long as it's cheap and there's lot's of it."

If you're an affiliate, you use the selling of other people's products to tell you what products you need to develop.

The real money is in products. Even if you give them away (who'd a thunk it?)- that's the offer advantage you need.

I know. I'm rambling off on a tangent right now - for a purpose. Don't skip a sentence I write, because you don't know what you'll miss.

## Reasons Why Most People Don't Bid on Trademarked Terms

### 1. Merchants forbade it.

First, this is stupid on the part of merchants. Dumb. Think about it.

That's because of the Geico ruling - you can read all about that in the special report. Read my report, then write any merchant - or call them - and tell them why it's dumb.

I've changed the mind of more than one. Most don't know. Either a bone-head consultant tells them they're losing money to their affiliates (like they're competition). Or a bone-head colleague tells them what a bone-head consultant told THEM.

Since basically most people are stupid, don't be shocked to see more of this mass hysteria develop.

But so what. Even if they do, we'll just move on to our bitch slap techniques (later).

### 2. The Most Common Reason . . .

Bids on trademarked terms are usually REALLY high.

Can I have a drumroll please. I'm about to reveal a revelation.

Prepare yourself for a mental breakthrough.

I used to come into promoting a new product like a pansy. I'd spend a penny over minimum to get in the game.

And you know what?

**I NEVER MADE ANY MONEY!!**

And then, you know what?

I LEFT, NEVER TO RETURN.

This is what happens with a lot of Google Adwords marketers (remember the Bully Technique). I know it for a fact.

Well, guess what. Remember when I said I make 10 times more money bidding on the number one spot than I do on the number 4 spot or lower?

**EVERY FREAKIN ADWORDS ADVERTISER BIDDING BIG MONEY IS DOING IT BECAUSE . . .**

**THEY'RE MAKING MONEY!!**

Got that? It's vital. Every market you've ever gone into by tipping your toe in and leaving because the water seemed too hot and inhospitable was really the result of some guy like me BULLYING YOUR ASS out the door.

Man, I really hate to be telling you this right now.

How does it feel to get punked like that? How does it feel to know that while you're eating a crappy McDonald's hamburger, I'm enjoying a fine, juicy, organic rib-eye steak? (Man - if you haven't had a steak from the local health food store, they're so much better than what you get at Safeway or the like, it's unbelievable. You know, food in America really sucks and if you haven't noticed that's a subplot developing here.)

Hey, it's just business dude. So, don't eat cheap chainstore steak and don't flinch when you think someone's going to sucker punch you.

Seriously though. That's what's going on.

We're going to break this down.

If you come up against a merchant, they'll kick your butt for the number one spot. They will. They have the bigger profit margin. And they have the bigger ad budget. And besides, you don't want to piss them off.

So that leaves their competitors bidding on their trademark term. And it leaves some sorry affiliates who, at this point in time, don't know what you know now after reading this far.

So here's your competition, let's break it down.

1. Merchant - If they're in the game. Don't try to beat them - you don't need to. Use my negative slant, Enquirer-esque ad approach. Bid for the number two spot. You'll get 4-times as many clicks as they do if you do it right. And since I told you how to do it right, you have no excuses.

2. Merchant competitors - More than likely, they will come and go. And in most cases, by the time someone searches for a trademarked term they already KNOW what they want, so the threat is minimal.

Get in there and slam the door shut on the deal. You are your merchants hired gun. Be merciless - and let them know how lucky they are to have a genuine expert like you gunning down their competitors attempts to tread on their turf.

3. Affiliates - You simply gun them down. Really. Sweeten the deal a little (by getting a product of your own), do whatever you need to do. Offer your own bonuses; offer rebates; make that customer an offer they cannot refuse.

Most affiliates are totally clueless. They hope for some easy money. The other Adwords courses out there talk about improving ads and generating more traffic; I'm telling you that if you can boost your conversions rates by whatever means necessary other affiliates will bother you about as much as passing gas.

LISTEN TO THIS: "The Rich Jerk" popularized this rebate thing. It's a good slant, really.

But, you can offer a product "valued" at double, triple, quadruple what someone can do with cash - and it will cost you half as much. \$27 rebate (after 90 days) or free \$67 product now. The \$67 product might cost you \$10 to produce and ship - and the customer has to give you a name and address to receive it.

People like to save money, but they like stuff more.

So do I need to say anything else here?

I do.

Let's start another chapter though and get freakin' nasty!

# TOP SECRET

## Tactic Four: Trademark Resistance Part One

What do you do when a merchant forbids you from using their trademark?

I'll tell you . . .

**But first, I'm giving you a word of warning.**

When you buy a Black Book you really expect you're going to get some naughty stuff. And when you choose to engage in naughty stuff, the potential exists for getting your stinky little butt in trouble. :-)

**So, my friend, be careful.**

And, if you use these ideas - that personally, *I am just writing about* - that's up to you and I am not responsible for anything that comes from it. That includes the "good", the "bad" and the "otherwise".

OK?

No, actually, if you make freakin' pile of cash then you send me a testimonial. Comprende?

So to be real clear, I'm giving you weapons. What you choose to do with them is your own damn business.

Here it comes.

It is possible to piss me off. And it is possible that I use that as motivation and determination to

knock people off where I can. I can do this almost at will.

I'm an Internet marketing mercenary. A sniper. So what brings a "nice guy" (man I HATE being called that) like me to this point?

When I invest my time and money into promoting your product and the thanks you give me is "stop bidding on our trademarked terms because my second-rate consultant says you're costing us revenue" . . .

Huh?

What?

I'm selling your freakin' product man. How am I costing YOU revenue?

You can use these techniques in any number of ways - but I'm running with my own personal vendetta.

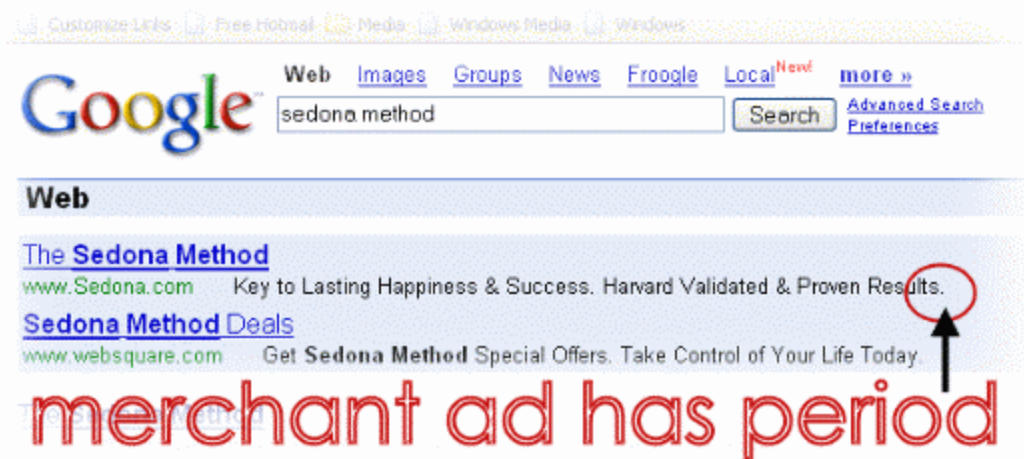
# TOP SECRET

## Bitch Slap Technique One

Copy their ad, assuming the merchant is running one, identically. If their bid prices are reasonable - and they probably will be most of the time - then outbid them and send traffic to their site using your affiliate link. Most of the time trademarked terms convert really well, so you'll very likely be profitable.

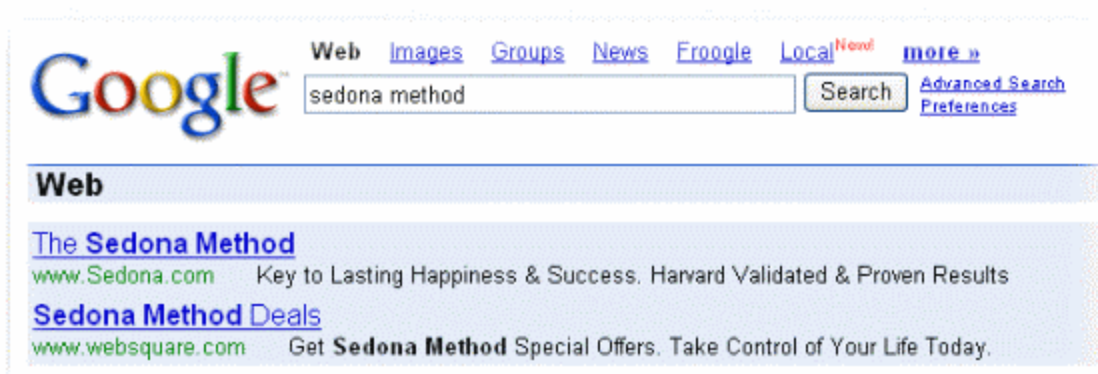
Here's a real world example . . . in case YOU think I'm stupid for sharing an actual affiliate program that I promote, think again. Everything I do is precisely calculated. I've already anticipated your next move.

Call me the Oracle.



This is my ad, below. Notice everything appears identically, accept for the period. You can include the period yourself, if you like.

I only do this so that I know for certain sure that it's my ad running.



I love this trick. ☺

Because you copy their ad exactly, they aren't likely to notice anything until a few months pass and someone finally says "Hey, why isn't anybody searching for us anymore?"

More than likely some organizational schlep will attempt to spin it to his advantage, because he's an ass kisser and because he doesn't have a clue what really happened (and because his J-O-B security depends on looking like he knows what he's doing).

Said schlep will say "Because of our high SEO placement, we're not having to spend as much on PPC".

"But where have our sales gone? Somebody? Anybody?"

Better call Batman and Robin . . . better call THE EISENBERG'S!!

Oh man, I'm having too much fun here. That little Martian character is cute though, huh?

Remember, most consultants are clueless. My personal opinion is that if you're worth what you charge as a consultant, you should be able to do that well for yourself and not have to deal with pain-in-the-ass clients.

Who needs that?

Well, people who can't make that hourly rate by actually applying what they know to their own benefit. If that's you, I hope I haven't hurt your feelings.

But you know what? It's true. And if it's not, then why do you deal with that?

OK. So I threw in a bonus bitch slap for you insultants, er, consultants out there.

Fire away.

Go ahead.

I welcome the challenge of pushing my creativity to the next level. How genius can a genius be?

I'll tell you when I get there.

# SECRET

## **Bitch Slap Technique Two**

You can use this in conjunction with copying their ad. Or you can really push the envelope and be a blazing rebel child.

Google allows for geographic targeting. So . . .

If you know the state your competitor or trademark banning merchant resides in, just select the "run ads in "Regions and Cities" option for geographic targeting. They'll never even know what's going on. They'll be sitting in their office in Arizona, admiring their ad while you're running your ad everywhere else in the world - unknown to them.

Now you can use this technique and send people to your affiliate landing pages. Or you can send them direct to merchant. Your choice.

I'd keep my finger on the pulse of the general attitude towards affiliates using trademarked terms in your niches.

If there's a building rumble of banning the practice of affiliates bidding on trademarked terms, then **use this tactic now**. The more you fly below the radar, the better.

# TOP SECRET

## **Bitch Slap Technique Three**

This is my favorite. It will do you the most good, them the most harm.

And it proves a point; doesn't it feel good to be right?

If you don't want ME advertising your product for you, well then, fine. I won't. I'll join your competitors affiliate program and I'll promote THEM.

That seems simple and obvious enough.

But, in addition to promoting the competitor, also plant an invisible popup on everyone who visits your site - for the product or service that is demanding that you STOP advertising under their trademark.

You are FREE to advertise under any search term that you desire. And you can advertise whatever you like to that audience, just as long as you don't include the trademark term in your ad.

So, if "company X" says, no, then here you go:

Is Company Y Superior?  
Before You Buy Anything, Be  
Smart. Read Our Revealing Review.  
[www.MySite.com/company-X/](http://www.MySite.com/company-X/)

If you can include a word from the trademark - ie, if the trademark contains multiple words, then include as many as you can. For example "great blue widgets"

Are These Widgets Superior?  
Don't Be Blue, Before You Buy  
It's Smart to Read Our Review.

Those keywords will still be bolded in the ad, which will draw additional attention to you.

# TOP SECRET

## **Tactic Five: Use Brand Names to Build Your Brand**

This is just brilliant and you can utilize this tactic in a number of ways.

Your competition has spent a lot of money building their brand. People look for it.

You may feel you're at a competitive disadvantage, but you're not. Not if you play your cards smart.

Novice marketers - or marketers who just have to have the cash flow now - don't get in this part of the game.

But they should, as soon as they can.

I've watched a good friend of mine make many thousands of dollars (and build his customer list) by giving his own products away to people buying from his competitors.

Before I go further, remember that my mind sees things from a more devious perspective. What I'm sharing wasn't his intention, nor how he saw it. He just knows, as a truly brilliant marketer, that the best offer gets the sale most of the time.

He also doesn't view these people as competitors - but instead JV partners.

But let's be frank on this whole affiliate / JV partner thing. As goes the status quo here, these arrangements are usually much better for the person

with the product to sell than they are for those selling. I don't care what the commission is. In fact, the higher the commission the MORE you ought to know the rewards are great for the product owner.

This depends on the market, of course, but if a company is running a good operation at least 33% of customers will buy at least one more product with them. Many will buy repeatedly.

One affiliate product that I promote pays me a \$30 commission per sale. That's about 20%, which happens to be on the top end of this entire niche. Well, 35% of their customers buy from them again in the future, not to mention the value of the customer when mailing joint venture deals.

But get this - their average customers will buy over \$600 worth of product directly from that company. My 20% commission suddenly becomes a 1.5% commission on the REAL value of that customer. That sucks.

So you've got to play this game to your advantage (because they sure are). And that even goes beyond a name squeeze. You have to do what you can to get those names and email addresses of the people who actually buy from your competitor.

How do you do that?

You offer a sweat deal of a bonus, that's how. You literally give away a product - a physical product of real value. No downloadable ebooks - that just doesn't work. You tell that person, "Buy through my affiliate link, then come back to my site and fill out this form - which requests name and physical address - and I will MAIL you this

fabulous bonus worth as much as what you just bought."

Holy smokes, isn't that expensive?

Isn't it more expensive to send a good customer off to someone else for 30 bucks? You and I should be the one's selling that additional \$440 worth of product and keeping the profits.

Stop playing the fool; take this additional step and start building YOUR business - even if it means offering a free bonus to people for buying from your competition!

I did this for a long time, myself. And truth is, I spend about \$600 per month to make about \$1800 in one instance. Initially I wasn't even collecting email addresses. That was trading \$1 for \$3, which IS still pretty cool. But I could have been trading that \$1 for WAY more. And even if I cut my profits in half by spending an additional \$600 to send each of those 60 customers a package that cost me \$10 - if 1/3 even bought a \$100 something from me someplace up the road then I boost my profits an additional \$1400!

I hope this makes sense.

**IF YOU'RE PROMOTING CLICKBANK PRODUCTS:**

If you promote Clickbank products you may, or may not, know that Clickbank shares with you every email address of every buyer that buys from you as an affiliate.

Are those names OK to e-mail?

I say, hell yes, they're OK to email. But you have to do it right. Be smart. Don't dump them into a list and start trying to sell them stuff.

What I do . . . and you'll do too, if you're smart.

Harvest those name, pay someone to harvest if you're too damn busy, and then send those customers a follow-up letter that says . . .

- Thank you for buying
- Click this link and I'm giving you a free bonus.

And of course the link they click is a subscription confirmation that takes them to a page where you deliver them a damn good, valuable, free bonus.

Don't be cheap because that person had the gumption to actually pull a credit card out of their pocket and spend money, which means that's probably something they like to do. Which means if you give them good things to buy, they will.

Note: I see a lot of, I don't know - sheer laziness, utter stupidity - I don't know what it is. Don't give people crap unrelated to the topic, or crappy information you acquired through 'a great deal on Ebay'.

When I contemplate buying something and someone has a list of bonuses available from every other half-assed Tom, Dick and Harry trying to scrounge a living online, it kills the deal nine times out of ten.

Impress me, or don't bother.

If you don't value me enough as a customer to take the time and create a decent bonus, I'm gone. And it doesn't say much for your product - and there is a LOT of crap product out there.

Fool me once, shame on me. Fool me twice - ain't gonna happen.

Every product has a weak spot. Write a little guide that fills in some of the blanks.

Or, every customer would love a quick start guide (which is just a brief summary of the product you just helped them buy). And if you're really smart, you fill that quick start summary with affiliate links to the other products you're going to follow up and sell them sooner or later, right?

Although harvesting those email addresses, if you have many to harvest, may require a little work that's why they call it work, isn't it?

### **Affiliate Marketer, Listen Up**

This point must be drilled home and I will beat it into your head if I have to. Read these words as if they came to you from God.

**Any affiliate that leaves the business aspects to the merchant they are promoting will be a long-term failure.**

The least of your worries, as an affiliate, is whether you're getting credited for all the sales you should. Merchants are ripping affiliates off in many, many ways. Get smart, fight back, turn the tables.

If a customer returns a product it's not like the merchant is going to overlook reversing your commission. They like you as long as you send them paying customers. Otherwise, most merchants could care less if you eat trash from a can.

When I send a customer to a merchant, that customer is AT LEAST 50% mine, so hell yes, I will email them if I want.

For many products, I create my own sales pages, follow-up auto responders, etc.

The most expensive purchase is the first, so if you're spending the money - unless you just don't want to be bothered - I think it's missing the real profit picture to just pass all those prospects through the funnel for someone else's gain.

Sure, you'll make a few bucks in commission, but what happens when a hit man like me gets harsh on your gig?

Ultimately you're building someone else's business for them - you're assuming all of the risk while minimizing your rewards - by choice.

Why would you do that? You're trading a quick buck for a business. Keep that up and you'll be serving my latte at Starbucks.

It's smart to follow-up AS IF you are the business behind the product. Hint: YOU ARE.

I do and I have developed good relationships as a result. Drop the customer a note, thank them for their business, and ask if they need any assistance.

Out-business, the merchant.

I'm not saying you need to be customer support - but you can facilitate that process and ensure YOUR people are taken care of. And when you do that, they will keep buying from YOU.

# CLASSIFIED

## **Tactic Six: Get a Little Back**

This isn't about using a direct tactic at your competitors; it's about getting what you can out of what you're doing. That will be true in the next chapter too.

Besides, I need to rest my wicked mind.

There's a lot of competition among credit card companies. They want your business and they're happy to offer incentives to entice you into using their card.

Take advantage.

If you're spending a bunch on PPC ads every month, don't have that money directly taken out of your business account. That's what I did to the tune of many thousands.

And all along, I could have had those charges going on a credit card that gave me benefits like cash back, airline miles, gas credits and much more.

Check <http://www.AdwordsBlackBook.com/credit-cards/> for a list of cards offering rewards. I have an application sitting in front of me that offers 3% cash back. If you're spending \$500 per month on ads, that's \$6000 per year. 3% of that back to you is . . . \$180.

Better than a poke in the eye with a sharp stick, no?

# SECRET

## **Tactic Seven: How to Squeeze More Profits from Your Squeeze Pages**

This is a brilliant idea that Tom Bell has given me twice. Tom's not a household name, but he's doing a huge business online. He's a guy I know the gurus know and respect.

Tom uses a name squeeze, like many are. If you aren't using squeeze pages, get smart. It's the way to go.

But Tom does something that I haven't seen anybody else do. I don't know why. He's sharing the idea at seminars so I know a lot of people have had exposure to the idea.

As I'm writing this book, Tom and Tim Erway just released Gateway Magic - this system is smart. Don't question or second guess it - it's smart, Smart, SMART.

Go see their site for a real, live example. They do a crappy job of selling it, in my opinion, so just take my word. It's good, Tom's brilliant and this is something you should afford ASAP.

<http://www.adwordsblackbook/magic/>

I tried this recently, with a little technical difficulty and a bit of fear that my subscribe rate would drop.

It didn't; it actually increased and so have sales. But most importantly, my lists are now growing much more targeted.

Instead of the standard "Name and Email" address, click submit approach . . . Tom (and I) have added some check boxes to our forms.

So here's a little example for a credit card site:

**Free Report Reveals  
Credit Card Rip-Offs and Scams  
You MUST Know About:**

Enter Your Firstname:

Enter Email Address:

**What Do You Want Your Credit  
Card to Do for You?**

(Select one)

- Travel Rewards
- Cash Back
- Low APR on Balance Transfers
- Merchant Discounts

What this does is two-fold.

First, it tells me specifically why the prospect is interested in the product. In this way, I can direct my prospect to the "Thank You" page most appropriate to their needs.

If they're interested in "cash back", then the "thank you" page they get on my example site is sales copy that I've tweaked and targeted to people who want "cash back".

In this example, I'm selling a specific product (I'm an affiliate and I've put together my own

sales system because the merchant does a terrible selling job). But for other landing pages I've created, I may direct my subscriber to a merchant landing page targeted specifically to their needs.

In other words, one name squeeze page may redirect to four different merchants depending on what the prospect tells me they want.

If I have a site about cell phones, I might have boxes that can be checked like:

- I already have a phone; I want the best deal.
- I do not already have a phone; where do I start?
- I need a family plan

etc . . .

Do you get the point?

Second, the information box checked tells me how to follow-up with the prospect. If they already have a cell phone, I'm going to offer cell phone accessories.

If they want information about a family plan, I know they must have a family and I can make any number of offers - from cell phones to SAT prep tests their kids can take on their cell phone, etc.

The surprising part of this, is that it has also increased my subscription rates by about 20%. Even though I'm asking for additional information, the subscriber seems more turned on by that - than off.

I use Auto Response Plus for my auto responders, so I don't know how flexible the services like Aweber or Profit Automation are in allowing you to place in multiple subscribe options.

With ARP, I set up a number of form tracking tags and specify in the tracking tag where I want my subscriber to be taken as a "thank you" page.

This is what my code looks like:

```
<input type='radio' name='tracking_tag'  
value='mental'>
```

Improve Focus and Concentration<br>

```
<input type='radio' name='tracking_tag'  
value='limitations'>
```

Remove Self-Imposed Limitations<br>

```
<input type='radio' name='tracking_tag'  
value='anxiety'>
```

Relieve Anxiety or Depression</font></p></td>

This has given me a greater understanding of why people are interested in products I've been promoting - information that in many cases is just surprising to me.

This approach is extremely powerful in my follow-up and the results I am producing are phenomenal. Not only will I no longer be sending messages to people about subjects they have no interest in - I now know exactly what their problems and needs are.

Gold.

# SECRET

## **READER:**

I've been doing adwords for about a month now and have gone through about 25 campaigns. I have three now that generate decent click throughs but only one sale.

What am I doing wrong and what can I do to make things better? Any help is appreciated.

How do you go about finding the ever elusive niches?

Answer:

Keep those campaigns narrowed way back Bucko - 25 campaigns, that's a lot to manage.

Pick a niche and know it extremely well - it's like being a stock analyst. Stock analysts don't analyze every stock in every industry - they have industry sectors they focus on.

If you try to analyze stocks in a crazy mish-mash of non-related sectors, you will fail. I can almost guarantee that.

I have two sectors I focus on and they're both very competitive (one might be the most competitive, the other is less so).

Because I know what's going on - because I have my ear to the ground when anything new hits the market, I'm promoting products long before the "average" affiliate hears about it. That means less

competition - even in a competitive market. It means when people do try to get in on the action, I'm standing on top of the hill shooting them down as they try to climb up.

If you're into "fly fishing", subscribe to everything about the topic and see what's being promoted. Then begin researching those products.

**Then, bid on terms as specific as possible. I'd rather have a bunch of bulls-eyes that yield optimal ROI than thousands of keywords that generate a lot of marginally targeted traffic - unless you're really good at converting it.**

## **Tactic Eight: How I Find the Best Affiliate Programs to Promote**

Have you ever heard of insider trading? That's when you work within a company that has stock on the market and you have inside information that is likely to impact the value of that stock in the future.

It's like shooting fish in a barrel when you have that kind of information.

And, it's illegal.

I'm about to give you the equivalent. This isn't information you'll get from any other online marketer, because most don't have this background.

I have a number of "winning stocks" in my affiliate promotions portfolio. Where did I find these affiliate programs?

They're the joint venture partners of the company I used to work for.

Each has an "in-house" affiliate program that has been available to the public for years. These programs are available to you, right now.

But you don't know about them.

There are markets that are brutally competitive. And there are products with extreme levels of competition; more often than not the rewards don't justify the fervor.

Don't be a lemming.

The lemmings will seek out affiliate products to promote in the same ways. They go to places where everyone else is fishing . . . Commission Junction . . . Clickbank . . . etc.

Don't follow the lemmings off the cliff eating the same stinking rotten fish they do.

What Us Smart Guys Are Doing . . .

You need to decide on a niche or two. If you're smart, then you aren't chasing every skirt . . . er, potential money-maker . . . that you see. A key component of success is discipline.

By exercising a little discipline and staying within a niche, you will discover what the lemmings don't. There's gold everywhere - if you just know what you're looking for. And how are you going to know what you're looking for if you don't know anything about the market?

You're not, if you need a clue. So how do you get that information?

It's simple . . .

Subscribe to Every Newsletter in Your Niche . . .

. . . and Read Them

Repeat after me:

"I will pick a niche, subscribe to every newsletter, and read them so I know."

again . . .

"I will pick a niche, subscribe to every newsletter, and read them so I know."

And again . . .

"I will pick a niche, subscribe to every newsletter, and read them so I know."

Well done class.

Now button up your knickers.

So, you don't work for a company in the niches that you've chosen to become an expert on. But they have newsletters, and they promote each other. And they're coming out and telling you "I'm an expert in this niche and I'm promoting this product."

Hello. Is anybody paying attention? Does anybody still want to go fight the most pit over at CJ?

This is how you should be doing your market research - deciding what to promote and where. There are probably 10 affiliate programs in existence for every one that you'll find on CJ.com and Clickbank.com - and nobody's promoting them.

I promote one product that pays me over \$40 per sale; there are fewer than 400 affiliates, even though this affiliate program has existed for at least 5 years. Only one or two of the affiliates promote using PPC (and I'm one of them).

It's not the hottest selling product in the world - but it's good for about \$400 profit every month. That's about what I made, after Uncle Sam took his cut, working about 40 hours per week for Elmer Fudd.

How much work is involved here?

1. Find affiliate product promoted in niche ezine (E - zeen, like magazine - not E-zine, like nine - peet peeve, sorry).
2. Visit merchant website and find affiliate program (can't find a link, ask! - some don't even think about putting a "Join Our Affiliate Program" link on their site)
3. Sign up for affiliate program!
4. Get affiliate link
5. Create PPC campaign using trademarked terms
6. Collect monthly check

Optional, but should be required, setup a name capture and sweeten the deal.

Time for steps 1-6 . . . less than 2 hours.

I have a number of these "stocks" in my portfolio that pay me 3-5 times what I spend on advertising every month. The return for each is between \$400 and \$1800 per month. Each requires less than 2 hours per month of my time to occasionally check my campaigns, see how much money I'm earning, and to sign my checks (my wife gets to deposit them).

The Optional But "Should Be Required Step" . . .

That campaign above that only makes me about \$400 per month, has been even more valuable in terms of building a list.

Because I do use a name squeeze, I've built a list of nearly 6500 subscribers in 18 months by promoting it - profits from that list NOT included in the monthly profit stated.

I know a lot of people who'd like to know how to build a list. And I know a lot of people who'd love to have JUST ONE list of 6500.

Get the point people - this is from promoting just one product using a specific keyword phrase that is a TRADEMARKED TERM. One product!

Comprenede?

When you read newsletters in a niche, you will learn about these products and affiliate programs that the people trolling the polluted waters will never see.

They're choking on sewage and fighting over scum. They're the people who turn around and pollute perfectly good forums (and your mind) with negativity and B.S. advice about how they make money online.

The truth is, I've never found a winner by going to the affiliate directories and finding products to promote, which isn't to say I don't make money from some of those merchants. But when I say NEVER, I mean NEVER. I almost ALWAYS make money when I'm engaged in the market and paying attention to the products that people are talking about. When I say ALWAYS, I'm talking 90% success rate or better.

Think about it.

Here's a great question from a reader who asked for a specific recommendation on a product to promote. I don't give that, but some other details here will be valuable to you:

A Reader Asks . . .

re: product.

Here's how I recommend you think:

Think specific product - something that's got a buzz. You can get those ideas [from popular forums in your niche]. Or you can get those from the niche you're involved in, most intimately.

Most affiliates using PPC think "Lot's of cheap traffic." Before they've made a dime, they run to the local forum and announce "Wow. I found 5000 keywords nobody is bidding on!"

No. You've found the slums. You've found the gutter. You've found a home in the low-rent district. You've found unclaimed garbage - because nobody wants that crap.

Oh, sure, there are exceptions. And you're free to spend your money seeing if it's an exception. I can't stop you and Google sure isn't going to.

Those are the poor schleps making desperate posts, and receiving bad advice from other desperate "marketers".

These people talk like they know what they're doing, but if you read them long enough you learn Internet marketing is what they do after coming home from their day job at Wal-mart, their night job at 7-Eleven.

No offense to people who work hard and don't realize the world of opportunity that's there if they shift their heads, but it does piss me off to see people offering crap advice that leads people off a cliff.

You need to think "Highly targeted traffic that converts easily."

If that's available, and it is, then why spend your time taking unnecessary risk for dismal potential rewards?

While other affiliate are doing keyword research (thinking more, preferably cheap keywords, mean more traffic, mean more sales - **WRONG**), I'm thinking more products, that people are searching for specifically, means more sales at higher profit margins.

While "Joe" is spending his day researching cheap, misspelled keywords, I'm spending my day finding products. Keywords don't sell - products sell.

Taking a general topic, like 'pay per click advertising' and trying to convince people to buy a book on that subject is much more difficult than taking a book like 'google cash' that people are searching for. I like the quality, not quantity approach.

I trust all our conversations are secret, and that you're not going to compete with me, so right now I have successful campaigns running for 'xxxxx xxxxxxxx', 'xxxxxxxxxxx xxx' and 'directory generator'. I bid only on those specific search phrases . . .

-----

Read writes back: "You're the man - it would be stupid to even think of competing with you."

He's right. Sometimes my extreme paranoia, my desire for a fight, overwhelms my good reason.

Competing with me would equate to suicide for him.

-----

For example, Directory Generator  
"directory generator"  
[directory generator]  
directory generator

That's it. Those are my three keyword phrases. And it's important that you use each of those variations . . .

Director Generator -

will show ads when any search that includes both the words 'directory' and 'generator' are performed. That could be 'portable generator directory' or it could be 'directory generator by armand morin'. That's the least targeted traffic you'll get.

"directory generator"

- that's any search that includes 'directory generator' in that exact order. So, it's more targeted - your ad won't show on a search for 'generator directory' - but it will for 'directory generator review'.

[directory generator]

- that means your ad only shows when someone searches specifically for 'directory generator' - no other words in no other order. That's as targeted as you get - and it tells you a lot about the mental clarity the person doing the search has.

They know what they're looking for - they're probably 5 times closer to actually making a buying decision when they click on your link.

Bid HIGH - get that sale. I did. I made a lot of money off Directory Generator and I NEVER used the program. Even at a \$1.00 per click, I was doubling - tripling my money.

Saavy?

Here's a short list of additional affiliate program information. I don't know why I'm providing this for you, because this really isn't the way to find the gems. But, who knows - I've got it, so here it is.

- <http://www.affiliateguide.com/>
- <http://www.associateprograms.com/>
- <http://www.affiliatematch.com/>
- <http://www.earnfind.com/>
- <http://www.affiliate-programs-guide.com/>
- <http://www.affiliatesdirectory.com/>

## Tactic Nine: How to Become an "Insider"

Some of you reading this are already rock stars, at least in your own mind. Thank you for buying a ticket to the big show.

Others though, I know, you're looking to get things rolling.

Once you start taking \$300 affiliate checks for granted, you've arrived. Until then, you need a plan to stop working for the man.

Here's what I did . . .

I'll make this a very simple, absolutely no-risk, high learning opportunity answer. And because it's exactly what I did, I know it works.

Step 1 - Find 2 or 3 struggling affiliate programs that offer a product you can believe in (or even someone who doesn't have a program). It's best if they are related and in the same general interest area. It will save you a lot of work and help you to develop key relationships faster.

How do you know if a program is struggling?

Easy. Go to ClickBank or CJ.com and look for what's NOT selling. Look for low gravity and affiliate sales on CB - look for network earnings on CJ (a high EPC, with a low network earnings rank indicates a product that converts but nobody's promoting it).



Product	Network Earnings	Gravity
eForeclosure Prevention > View Links	\$28.35	\$19.20

These guys might as well hang up a shingle that says "Affiliate Manager Needed - Desperately"

In this example, you see a decent 3-month EPC of \$28.35 (meaning it converts decent) but with a Network Earnings - the green bar - of one. Nobody is promotes them.

Step 2 - Contact the site owners and work a deal to be paid 10-15% on all sales generated by affiliates. Basically, you become a 2<sup>nd</sup> tier affiliate. CJ merchants may not embrace this figure as easily, because they already pay CJ 30% on top of the affiliate commission - if the affiliate gets a commission of \$10, then the merchant pays CJ an additional \$3 on top. This will work better for lead generation programs than it will for products - but that doesn't mean you shouldn't try.

Working on a percentage for results produced is a win-win for everyone. It's a win for the company because they don't pay if you don't produce. It's a win for affiliates because you'll be motivated to actually help them. And it's a win for you because once things get rolling, you get residual income.

Step 3 - Start researching the niche and contacting site owners to arrange JV's or to recruit them as affiliates. (I just started reading NicheJV by Jimmy Brown and Ryan Deiss and that's information I wish I'd had 2 years ago - excellent and highly recommended)

Step 4 - Make life as easy as you can for your affiliates.

Make 2 assumptions - 1. They are very busy. 2. They're lazy. (The really good affiliates aren't going to jump through hoops to promote you. They aren't lazy, but you should approach your relationship with them in that way - the easier you

make life for them, the more likely they are to do what you want.)

This will do several things for you.

1. There's great information out there, but being an insider you're able to see who makes money and how they make money. It's the best Internet marketing education you'll ever get.

The Internet is an open book - you can see exactly what people do. But, think about how valuable it is to know what works and what doesn't - really.

Fact is, almost everything that people talk about in the forum's as being "the way" is totally wrong. Almost everything the general business public knows about making money online is wrong.

100% wrong? No. But closer to 100% wrong, than right.

2. You will establish important contacts and learn how the niche works. Plus, you'll have instant credibility by working with more established businesses.

3. You will build a financial foundation that pays you every month for work already done. You will start slow, but with modest success can achieve \$3000 per month in 9 months.

4. You will assume no real risk. You will earn while others show you exactly what works for the niche. You don't have to know what you're doing as a marketer - you just have to find the people who do.

Sure, having some knowledge and confidence will go a long way - learn the jargon, but the people who

will produce for you already have the tools to be successful. You just have to deliver what they ask for.

In short order opportunities will emerge. You will discover hot products you'd probably never hear about otherwise.

That's one way to get the "in".

## **Tactic Ten: Getting the Money to Make Money**

Following on the scraped up heels of Tactic Ten, here's a great recommendation if you find yourself needing to get the cash to make some cash.

Straight to the point, I don't believe in taking on risk without a damn good idea I'm going to make money. I think the newbie who plays float on his credit cards is a train wreck waiting to happen.

The debt implications aside, when you become like a desperate gambler you're done. You'll start doing things that are stupid hoping to dig out of the whole you've dug.

And if you don't, and don't be fool enough to want to believe that you do, then you put yourself at a psychological disadvantage and if you don't think people sense that like sharks sense blood in the water then you need smack upside the head with a Marlin.

Don't risk money you cannot live with losing because no matter how good you get, some campaigns are going to lose.

Here's the advice you need if you don't choose the affiliate management route - or you need some extra money to buy the time to become a world class hit man like me.

Two years ago, when I couldn't have been much ahead of where a newbie is now, I did a presentation to a local business group. We're talking 15 people.

Two years later, I STILL get occasional calls from locals practically BEGGING for my services.

I hate clients and I say NO. But in the off chance that you actually like working with people, this is a hot little niche you can carve out and some of these people are playing for some big bucks.

I do have ONE client (I did when I wrote this, but I don't now). The lone leftover from when I NEEDED the money. I keep helping him out for two reasons: One, he's a friend and two, there's some reminder every month about my roots - and why I hate doing work for clients. It's really not worth my time, at this point.

Consider some numbers, then read on.

I live and work in a resort town. The guy I do my work for pays \$250 per month, plus PPC costs.

When I set up that deal, I thought \$250 per month was a stretch for something anybody can easily do, right? (That's a bad assumption - don't take your skills and their value for granted and I'll tell you why).

This guy does an ATV tour business.

He makes over \$180,000 per year with this business.

75% of his business can be tracked directly to the Internet. That's, what? \$135,000 per year? And he's crushing his competition - because I AM crushing his competition in the arena that 75% of his business originates from.

Using the exact tactics I'm telling you about, in this book.

How much am I really worth to him?

Much more.

He should be charged double, triple.

Don't get me wrong. Even though I am a world class PPC champ, you can become at least the 'the man' or 'the woman' wherever you are.

You can be a hired gun, helping your neighbors (who will love, praise and glorify you in ways no other Internet marketer I know gets loved, praised and glorified by people who are otherwise clueless about what a cookie is, what an affiliate is, or how you'd ever get paid).

Look, if there's one thing I know about Internet marketer's it's that they are absolutely LOVE STARVED. What other business do you know where you can go to a discussion forum and find people desperately giving away their business secrets?

I used to do it all the time until I decided to bitch slap myself and get paid for my considerable expertise.

The demand is pretty high for a pay per click stud if you get the word out.

I'd charge \$250 per month (at least) to manage the account - click fees are extra. I'd charge \$500-1000 to set it all up.

\$250 per month is pretty decent, because after the first few months you can run your operation on auto-pilot; test and tweak ads and let Google do the hard work for you.

### **Your Attack Plan**

Put together a presentation, do a few talks about the basics of PPC - make it understandable in terms

of income potential to a business and how much more efficient it is than any other form of advertising, yet 'techie' enough they don't really think they can do it themselves.

Think real estate, think tourism, think hotels and lodging, think anything local. And when you quote your price, tell them to consider the cost of running a dinky ad in the local paper that may or may not even produce a provable result.

This is a hot income route for anyone who wants to go it.

Google offers a "Certified Adwords Specialist" designation if you're interested in building a business on this concept - cost is reasonable and a lot of businesses would probably be sold on that impressive association with Google alone.

## **Whether You Want to Hear It or Not: The REAL Key to Your Success**

.05 clicks are cheap and low risk but if you want to make good money then you have to compete for more traffic and then you have to convert that traffic.

If your focus is on more and cheaper keywords, forget it. Go build AdSense websites and pretend to be a marketer.

### **Why I Am the Hit Man and You're Not.**

I had to get smacked in the head more than once. Really, I wasn't just born a pay per click genius.

Some people get smacked in the head and run for cover. Other's of us are . . . gutsy enough, or stupid enough . . . to stand in.

The greatest "Well Shazaaaam" I ever discovered was this: the level I can bid at and maintain profits is usually quite a bit higher than most people are willing to go.

**I'm willing to go higher and higher  
because I know what every top bidder knows  
- this is profitable.**

Would you rather trade \$1 for \$15 or \$500 for \$2000? It's not about ROI - it's about profits.

And what this really means is that reading and mastering a book like The Definitive Guide to Google Adwords is only a quarter of the battle - the other 75% is a question of mental perspective.

When I started with PPC I deliberated for 3 months over depositing \$50 in my Overture account! That

sounds ridiculous to me now, but it's true. And I'm sure it's kept a hell of a lot of people on the sidelines.

Now that's my daily budget and I have to remind myself every time I pay those bills that my profits were much greater. If I were still at my \$3 daily budget, I'd still be struggling to pay my rent!

If you're struggling to pay the rent, read this chapter until you're pissed off enough to not live that way for even one more day.

It ain't knowledge you're lacking; it's mental toughness. I hope that pisses you off a little.

I do.

And if you're thinking "F . . . Y . . Dude", then you know what? I just hit the nail on the head (because before I was a PPC genius, I was a button pushing genius and I know what you're thinking better than you know what you're thinking when 10 words have come out of your mouth).

Hint: It's all about control. If you want it, you'll beat yourself up everyday with anger, frustration, fear and stress. You'll be a wannabe. If you have it, you're bulletproof.

Sure, you have conversion factors to deal with and variations in ad performance, but those items are minimal factors if you stick with .05 clicks - unless you're in some market that generates hundreds/thousands of clicks per day you'll never have enough clicks to really know what's going on.

The people competing with me at .05 clicks have no idea how much money I make from those campaigns and

if they did, assuming they have any guts, they'd come after me a lot harder than they do.

But they don't. Instead it's like that opening scene from the Matrix . . . says Agent Smith, "Sergeant, your men are already dead."

I know you've heard of the 80/20 rule - 80 percent of results come from 20 percent effort. I think it should be the 95/5 rule. This game looks like a bell curve.

95% of the people will always stay on the sidelines and never take the risk. Of the 5% who do get in the game, 95% of those will play it too safe.

And even of the 5% who aren't playing it safe, 95% of those still aren't playing up to their potential.

The stupidest damn post I've read in the past year was - OK, I've probably read far more stupid, but considering the sources, it was stupid - is when all the buzz was going on about the affiliate site that supposedly sold for \$370,000 on Ebay (I think it was a brilliant marketing scheme and that's why I use the word 'supposedly')

In the sales info on Ebay, the seller claimed he was making \$110,000 and spending \$45,000 per month on PPC.

To which more than one dim whit replied, "If I were spending \$45,000 per month on advertising I could make \$110,000 per month too!"

Well first, ain't we all impressed.

And second, then why the hell ain't you?

If you've got the know how, then it comes down to guts, or in a better, more positive, feel-good way of saying it - it's your mental perspective.

If you can double your money consistently, then why stop the game at \$5,000 per month? Or \$10,000? Or even \$100,000.

Why?

Once you've tasted success, take a leap of faith. Put a little faith in yourself to play bigger, because playing small doesn't impress anybody.

And playing small, but talking big - well, that's just sickening and it doesn't fool anybody worth fooling.

So, I think I've told you enough. There's plenty more to tell, but if you don't make a royal frickin' killing with what I've already shared . . .

. . . then get a job. Become a consultant. You can call the #####'s (sorry, my lawyer said no) on their nickel at 877-867-5309. Although they're truly close to worthless as conversion consultants, they are brilliant at convincing a client to pay them big money for doing nothing. You can learn a lot from them - if you want to be a consultant.

Otherwise, do something else.

I feel 100% confident this is a great book. It might be the greatest Internet marketing ebook ever written.

If you don't agree, then you probably need to re-read it. Obviously you missed some points.

I know that some people will read this and they won't do any of it. Actually, the only reason I've decided to share this information is because I know that most people won't do it.

They won't. They'll read it. They'll post some crap on a discussion board (but it better NOT be any of the tactics revealed here). They'll say it's brilliant, or they'll fluff up their little chest and say "I already knew 90% of it".

And I'll say right now, if you already knew 90% of it and you're doing any of it, then why are you still looking for answers?

OK - it's fine to look for more answers, just don't be a putz.

Remember. I'm an online samurai. I will hunt you down, because I know who you are (do you know me?). I will remove my sword from it's sheath. And I will enjoy the process of decapitation. I am, of course, talking metaphorically.

I think.

Brutal, yet honest. Respect the word.

My Unanswered Question . . .

I've struggled along with writing a book for about 7 years now - probably even longer than that. I've done a lot of writing, but I've never finished anything. Not because I can't finish, but because I don't really want to release something less than revolutionary.

Why bother? Why write something ho-hum?

A friend of mine, in this journey of book writing, used to politely tell me the story of some woman he read about who wrote a book.

She was interviewed and asked, "What motivated you to write this book?"

She thought for a moment, gave pause, then replied, "I couldn't not write this book."

I have serious doubts about revealing to you what I have. I know why I wrote the book - I couldn't not write it. But I don't know why I'm sharing it with you. I really don't.

- Money? I really don't have a clue what the potential is.

- The thrill of knowing everyone's going to be trying to figure out "who" I am? I can't wait to see the names associated with this - I don't expect it will be mine.

- Reading about people making lot's of money and changing their life as a result of this information? That will be cool.

- Maybe even changing the course of Internet marketing history? Probably a mere delusion of grandeur, but where have you ever been given secrets this powerful?

Who knows.

The one thing I do know is that I see too many people abandoning "real marketing" for building crap sites and hoping to make some money from Adsense.

If anything, this is a call to real marketers everywhere. It's a call to put the offensive side of the game - Adwords and pay per click advertising - back on the thrown.

**Pay Per Click is King.**

## I Recommend You Get These Resources

- [Keyword Locator](#)

I haven't found a better keyword research tool. I make money with it and you should buy it if you want to make money too.

- [Perry Marshall's Definitive Guide to Google Adwords](#)

If you're a beginner, you should buy this. It covers the basics that I don't cover here. It is basic and I don't think it's been updated for a while, but mastering the basics is where you should start and the game hasn't changed that much. Get it.

- [Chris Carpenter's Google Cash](#)

Cult classic. Dated, though updated, but still full of great information. Chris is a sharp

guy and he delivers a lot of great bonus value. Get it.

- [Google Adwords 1-2-3](#)

Takes a 180-degree approach from Google Cash - it focuses on markets, not products. This book was a paradigm shift for me and I think you should read it.

- [Hosting](#)

I like 3<sup>rd</sup> Sphere and I've tried a great many. Good value that will enable you to grow with ease.

- AutoResponder

I'm a control freak and I want my own script - only real choice then is Auto Response Plus.

If you want to use a service, [Aweber](#).

If you're a pain in the ass that nobody wants to deal with, use

Email Aces.

- Tracking

"You're not in the game if you aren't testing and tracking."

Maybe you are in the game, but you're on the practice squad that gets beat to hell. If you enjoy bloody noses, then skip tracking.

I haven't tried what Big Brother Google is offering, but I do use [AdTrackz](#) - cheesy 'Z' on the end and all. Decent price, does the job. Get it.

- [The Black Book Forum](#)

Why the "Black Book Forum" and not the "Adwords Black Book Forum"? Because, of course, this is a franchise baby. This is just the first anthem from the big rock show.

# The End

Get Busy Making  
the Mucho Dinero!