



**HOW TO MAKE YOUR
FIRST \$50,000 ONLINE...
WITHOUT A PRODUCT
OR WEBSITE**

by Wayne Van Dyck

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THIS IS **NOT** A
GET RICH QUICK BOOK

Get Rich Quick Schemes Don't Work!

HOW TO USE THIS BOOK

- 1) **Make a folder titled "Simple Money Machines" and put it on your computer's desktop. Put this PDF file in the folder. When you want to go to one of the resources referred to in the book, open the PDF file and go to that link and click on it.**
- 2) **In addition, print out a copy of this book (It's hard to read books on a computer), take it to Kinko's and have it spiral bound (it's only a couple of bucks). Then you have a copy you can read, underline, and refer to. So IF you want to make \$50,000, then you'll need to make this book your bible and...live with it.**

SECTION ONE

SIMPLE MONEY MACHINES

HOW I GOT STARTED

Hi, I'm Wayne Van Dyck.

For many years my life was in the corporate world. I worked on Wall Street, was in the broadcasting business and got involved in a number of technology start-ups. But I was so burned out dealing with the complexities of businesses with lots of people and other things over which I had no control, that I decided to look at starting my own Internet business.

Like you, I had heard all kinds of fantastic claims about people making \$19,487 in three weeks or \$150,000 per year working part time. That got my attention, but knowing the business world as well as I do, I found these claims VERY HARD to swallow.

Looking for What Works

So prior to making the decision to start an online business, I spent the better part of a year reading, studying and researching. I wanted to find out what really worked for the people who succeeded and to discover why so many people FAILED.

I spent a lot of time surfing and visiting sites. I bought and read a lot of ebooks. I bought courses on how to market on the Internet. I interviewed successful webmasters. And I spent \$5,000 on Armand Morin's **Big Seminars** where I met some heavy hitters.

Being Overwhelmed

At first I WAS OVERWHELMED. There was so much to learn, and there were so many different stories about how to succeed. Everybody had a different idea

about what worked and what didn't. And in addition, while I had been using computers for years, I still found all the technology difficult to sort out: Servers, hosting, upload, download, HTML, FTP, SEO, Perl, firewalls, etc.

AND there was tons more to understand about marketing and selling on the Internet. Affiliate programs, traffic generation, conversion ratios, search engines, shopping carts, merchant accounts, and on and on. It seemed endless.

Taking the Plunge

Finally... I just decided to take the plunge, knowing that I would learn more in the water than watching from the beach. So I bought a small Internet business, a free traffic exchange. It was a bit bumpy at the start but that site is now doing almost \$50,000 a month in revenues. And it only requires a few people to run it.

Bottom line: with all my study, research, interviews, cold hard cash and hands-on experience (including a bunch of mistakes) I've uncovered...

THREE SECRETS "GET-RICH-QUICK" BOOKS DON'T TELL YOU.

- 1) Most of the claims people make are in fact true!
BUT... what they don't tell you is that IT TOOK THEM A YEAR – SOMETIMES TWO OR THREE YEARS -- BEFORE THEY MASTERED THE SKILLS to make \$19,487 in three weeks or \$150,000 working part time.
- 2) ALL THE SUCCESSFUL PEOPLE LEARNED HOW TO MAKE MONEY BY FIRST LEARNING THE BASICS. Then they applied them to building **one** online business, then a **second** and a **third** and so on, until they had MULTIPLE-STREAMS OF INCOME. Once they figured out how to do it, they did it again and again. Just as you would never consider putting all your life savings into one stock, the same is true with online businesses.
- 3) And then I discovered THE BIGGEST SINGLE REASON PEOPLE FAIL. Each and every person I talked with about their failures had **TRIED TO DO TOO MUCH, TOO SOON.** They tried to master the technology, product development, marketing and selling all at once.

And IN EVERY CASE they were OVERWHELMED, FRUSTRATED and then...they CRASHED AND BURNED... long before they saw their first dollar.

The Wrong Approach

Almost everyone who tries to make money on the Internet follows the traditional approach:

- 1) Find or make a product to sell.
- 2) Build a website to offer the product and to collect money.
- 3) Figure out how to get traffic to the website.
- 4) Learn how to convert the traffic into dollars.

Well it makes sense. Start with something to sell; then build a store (or Website) where you can show and sell your product; then get some people to visit your store (drive traffic); and finally, learn how to sell the people who come to your store (copywriting on a sales page). That's the way business is TRADITIONALLY done.

While this approach is totally logical, IT DOES NOT WORK for most people starting an online business. Why? Because they need to learn and master a lot of totally new skills and then use those skills to build a new business...**BEFORE they ever see their first dollar.**

Its not much different than asking someone to build a house before they've completed a course in carpentry. It's an approach that only works for people who have a lot of time, patience and money to invest.

So, I concluded, THERE HAD TO BE A BETTER WAY.

A Better Way

After finding out what worked for the successful people and discovering why so many people failed, I decided to explore a new approach to making money on the Internet.

I took the four critical elements **EVERYONE** must master -- product development, Website technology, traffic generation and copywriting -- and then RE-organized the way you learn them.

Out of this came the unique strategy for building...

SIMPLE MONEY MACHINES.

There are three phases to master, each broken down into easy-to-follow steps.

And if you follow the plan...completing Phase 1, followed by Phase 2 and then Phase 3...it's Simple(r) to make your own Money Machine.

Earn While You Learn

I started by reversing the traditional process and incorporating a “business model”, or a “money model”, or a way to MAKE MONEY, during EACH of the three phases.

So rather than begin by developing your own information product (which takes quite a bit of time), building a website (which takes a bit of expertise), and then driving and converting traffic before seeing your first dollar, you start **FIRST** by learning the basics of selling someone else's INFO PRODUCT and collecting a commission. Once you made \$10,000 to \$50,000 doing that then you're ready for Phase 2

You don't even need a PRODUCT or WEBSITE to start making money!

Phase 1

You make money by buying simple and cheap ads on Google and send the traffic from those ads to Affiliate sites and collect commissions. In the online world this is called Affiliate Marketing.

The principal skills you'll be learning, in Phase 1, are getting and driving traffic. (After all, a Website with NO traffic is worthless.) So you're NOT going to learn about the other parts of a Simple Money Machine (developing an info product, copywriting, online selling systems, credit card transaction processing,

downloading and delivery, etc.)...just yet.

Phase 2

Once you've mastered the skills in Phase 1 -- by making some money -- then you move to Phase 2. In Phase 2 you make money with an Advanced Affiliate Marketing Strategy. You will do this by building "minisites" and using them to "sell" affiliate products for bigger commissions. Traffic will come from your cheap ads to your sales site and then to an affiliate site where you will get paid your commissions.

In Phase 2 you'll be learning about converting TRAFFIC (or PROSPECTS) into CUSTOMERS. This is when you learn about creating sales-pages that work. You'll be learning the basics of copywriting. People who do this well make a fortune on the Internet. So it's a very valuable skill to develop.

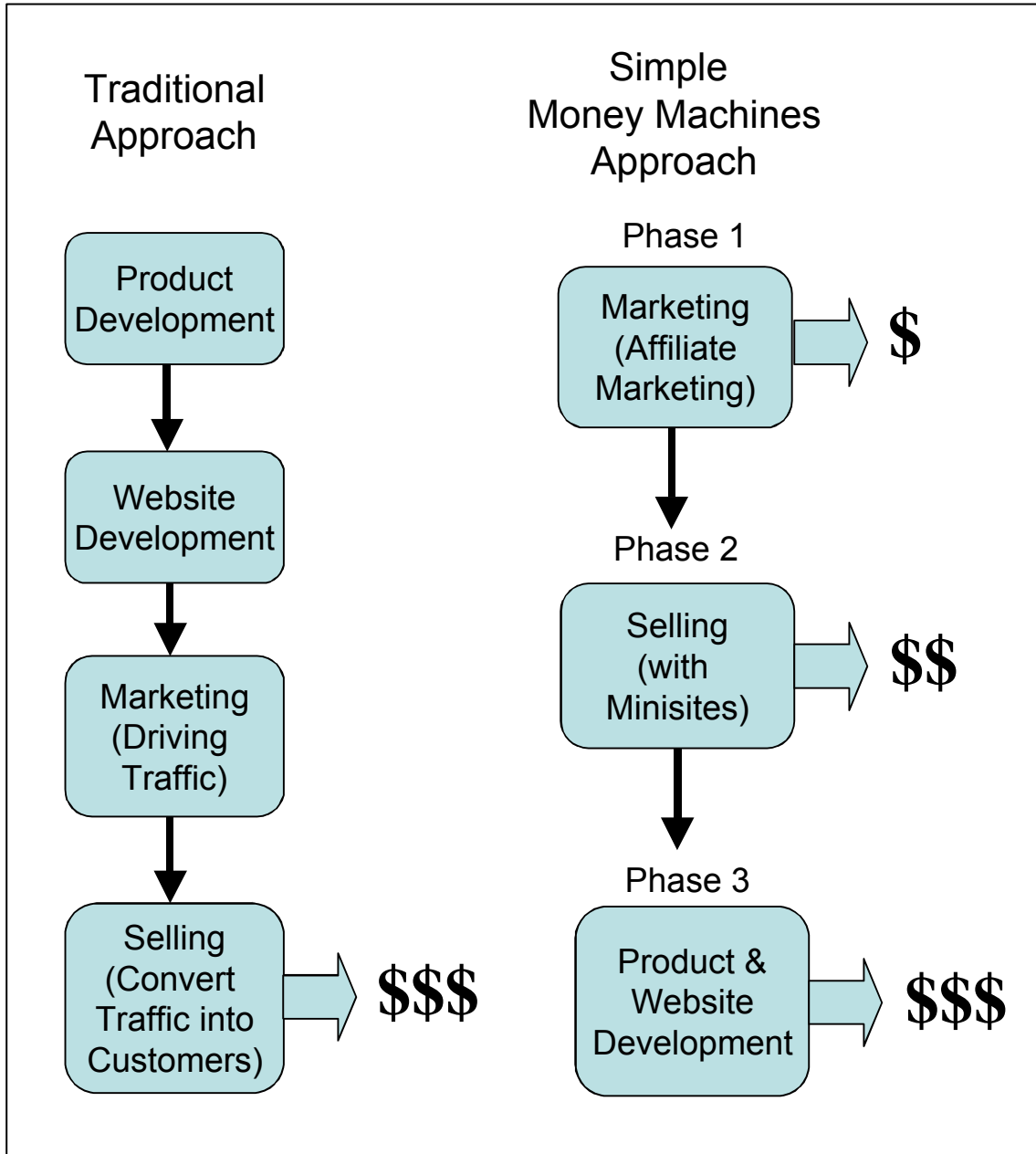
In Phase 2 you'll also be taking your first steps in building and operating your own site(s). They're actually "minisites" since they only consist of sales pages that sell and redirect traffic. Once you've learned to make money with minisites, you're ready to move to Phase 3.

Phase 3

In Phase 3 you'll learn how to develop our own product, so you can make even more money...and you'll learn how to build and operate a transactional Website that "presents," "sells," and "collects money." And you'll apply EVERYTHING you learned in Phases 1 and 2 by now directing traffic to your own new site and converting that traffic into customers and LOTS MORE DOLLARS.

Let's Contrast the Two Approaches

You'll notice in the diagram below that the traditional approach STARTS with PRODUCT DEVELOPMENT and ENDS with learning how to convert TRAFFIC into DOLLARS.



The SIMPLE MONEY MACHINES approach is totally REVERSED. We start with TRAFFIC and CONVERSION and finish with the PRODUCT DEVELOPMENT.

The BIG...BIG... difference is that the traditional approach requires that you make a BIG investment up front by the mastering all four required steps...BEFORE you see your first dollar.

The SIMPLE MONEY MACHINES approach works backwards, and let's you MAKE MONEY each step of the way.

More importantly, the MONEY actually becomes your indicator of how well you're doing, every day, each step of the way. If you are not making money, it's your job to find out why, and then fix it. If you are not making MONEY in Phase 1 then you don't want to move on the Phase 2 until you do.

The whole name of the game is for you to LEARN how to make money online. You can easily do it IF you're willing to work at it for a couple of years because it will take you that long to learn how to make \$100,000, or more, a year. Remember one of the three secrets, it takes everybody that long.

Keep remembering what I said up front. This is NOT a GET RICH QUICK plan, this is GET RICH plan.

The QUICK is what kills people...because they really get frustrated and angry when it doesn't work right away and then they GIVE UP -- feeling they've failed. Our approach may take a little longer but ...it WORKS. Once you've mastered all three phases, you'll have your own SIMPLE MONEY MACHINE. Then you build a second, then a third, fourth, thereby creating MULTIPLE STREAMS OF INCOME... until you make enough to retire!

What's really exciting about this strategy is that by reversing the process and including a "money model" with each step, you start making money right from the beginning. And the MONEY is your constant reminder of what you need to focus on and what you need to LEARN. It's a GREAT TEACHER.

Money's the Measure

The beauty of this approach is that MONEY becomes the measure of how well and how fast you're learning. Because each phase is designed so you will be MAKING MONEY WHILE YOU LEARN, then the money in your bank account will tell you...IF and WHEN...you're ready to move on to the next phase. There's nobody to ask. Just look at your checkbook.

If you're NOT making money in any phase, then you have to figure out why...and fix it. Money becomes the measure of your mastery each step of the way. After all, you're doing this to make money. So let the money tell you how you're doing.

**THIS IS THE CRITICAL AND
MOST IMPORTANT POINT IN THIS BOOK!**

You'll... LEARN MUCH FASTER...

You'll... BE MORE MOTIVATED and BE MORE CONFIDENT...

IF... you're EARNING... WHILE YOU'RE LEARNING.

WHO IS THE SIMPLE MONEY MACHINES PROGRAM FOR?

The Simple Money Machines, three phase program is designed for four types of people:

- 1) Those who have decided to start an Internet business but don't know where or how to begin;
- 2) Those who already have a website or online business that is NOT living up to their expectations, (everything you'll learn here can be directly applied to your existing online business or Website);

- 3) Those who are looking for a job, have time on their hands, and would like to make some money while waiting for a new position.
- 4) Those who are currently employed and wish to begin developing a business where they have control in the event their job is outsourced.

Almost anyone can learn to make a Simple Money Machine. Because you can just stay at one level and perfect those skills so until you reach your financial goals or keep moving to the next level as your skills and confidence grows. Truck drivers, housewives, professional people, even kids are building Simple Money Machines.

WHY THE INTERNET MAY BE THE BEST FINANCIAL OPPORTUNITY YOU'LL EVER HAVE... Don't Miss It.

We've all heard stories about how the Internet is changing the world.

As a matter of fact, not long ago it was the cover story on every major publication and the top news story on every television network in the country. It was so hot that billions of dollars were thrown at starting new companies on the Net. A few billionaires and thousands of millionaires were created.

Then came the collapse of the .com bubble and billions were lost.

Yet throughout it all, the Internet has continued to grow, not only here, but across the world. The economics of entire industries are changing and totally new ones are still being created as a direct result of the Internet. At a recent Internet seminar I attended, it was reported that more than one-half of the households in the US now have broadband Internet in their homes, and broadband opens up all kinds of opportunities for new info products.

It's NOT too late

The Internet has only JUST BEGUN to change the world. Three years after the .com crash and resulting doldrums it's coming back again. Amazon not only survived, it's prospering. eBay is bigger than ever. And Internet stocks are getting hot again.

Where there's CHANGE there's OPPORTUNITY.

Think of the historic fortunes that were made when other new industries were born: electricity, railroads, automobiles, aircraft, radio, etc. As always, those that got in early did well... and those who waited lost.

But there's one FUNDAMENTAL DIFFERENCE between those industries and the Internet.

Starting a business in one of those world-changing industries required enormous amounts of capital and resources. Significant investments in physical assets were required before an entrepreneur could collect the first dollar. YOU NEEDED MONEY TO MAKE MONEY. And you needed a lot of it. Building cars, locomotives or aircraft was a huge undertaking.

The Internet's Different

On the Internet, the medium is communications, the product is information, and the content is intellectual. Anybody with a brain can play. All you need in order to start is: (1) a computer, (2) high-speed access to the Net, (3) the desire, (4) the willingness to learn, and (5) your HEAD.

(While you don't actually need a high-speed connection, you'll want one so you don't waste so much time waiting for things to happen while you're working.)

So what does all this mean to YOU?

1. You can start your business with LITTLE or NO CAPITAL.

Unlike traditional businesses with hard assets, you don't need to invest in building physical products, factories, inventory or stores. Assuming you already have a computer and Web access, you can start with little or no capital. Cory Rudl started with \$25 five years ago and now makes more than \$6 million a year -- and he's just 31 years old. Never before has it been possible to start a business with so LITTLE CAPITAL and still have the potential to make millions.

2. You can start your Internet business in your SPARE TIME.

A Web business can be built by one person working at any time of the day or night. There's no need to quit your day job before you've mastered the skills and built a new income base.

3. You don't need EMPLOYEES.

Most of the skills required for running an Internet business can be learned as you go. And to the extent that you do require the specialized skills of others, you can find these people on the Net and hire them as contractors, either by

the job or by the hour. No need to worry about employees, insurance or benefits.

4. You can start and run the business from your HOME.

Other businesses require a place where customers can come to purchase a product, a place to warehouse inventory, and offices to house a staff. But you can start your Internet business in the den, a spare bedroom or even a closet! All of your customers arrive via the Internet and your inventory is on a hard disc in your computer.

5. You get to be your own BOSS.

This is a great opportunity for those of you who want to take responsibility for yourselves and your future. You get to do things the way you want: work when you want, wear what you want and make as much as you want. The sense of FREEDOM is fantastic!

6. You can build your business ANYWHERE in the world.

You can live and work wherever your heart desires you to be. You can start it where you are, build it up and then move to where you've always wanted to live. Moving your business is as easy as carrying your laptop to Starbucks or moving to Colorado. All you need is a high-speed connection to the Internet.

7. You can go as FAST or SLOW as you want.

There's no urgency to build a business in the next month. Start simple, learn the basics, make some money, develop your skills and confidence and move at your own pace. The only pressure is the pressure you create for yourself.

Never before has it been so easy to start a business, with no capital, and that has the HUGE UPSIDE POTENTIAL that the Internet affords. The leverage is enormous. You can now reach a world-wide market from your computer.

And it will be a few years before this window of opportunity closes. As more and more people discover the Net's potential, the profitable market niches will get filled by those who get off their butts and swing into ACTION.

WHAT IS A SIMPLE MONEY MACHINE?

The new economic world being created by the Internet is providing **millions** of

new business and money-making opportunities. Never have there been as many **opportunities** created so quickly. Granted, some require huge amounts of money, technology and talent to start but others are much simpler.

There is **one** area of online opportunities that is ideally suited for you who have little or no capital. And yet it has huge upside potential.

Information Products Sold To Individuals.

So from here on...we'll be talking about how to build a business, or multiple businesses, selling information products to people over the Internet.

So let's begin by defining a Simple Money Machine.

A Simple Money Machine is an online business...built to provide an information product or service...to individuals...via the Internet...in return for money.

Now go back and read that again...and then think about what it means in light of the following.

- Information and knowledge are expanding exponentially, so opportunities to create Simple Money Machines are expanding exponentially.
- Information and knowledge are becoming more valuable.
- Information, in a digital form, can be delivered world-wide, over the Internet, for a few pennies.
- As the Internet's bandwidth expands (broadband), new varieties of information products and services can be delivered, thereby increasing the potential opportunities to create even more Simple Money Machines.

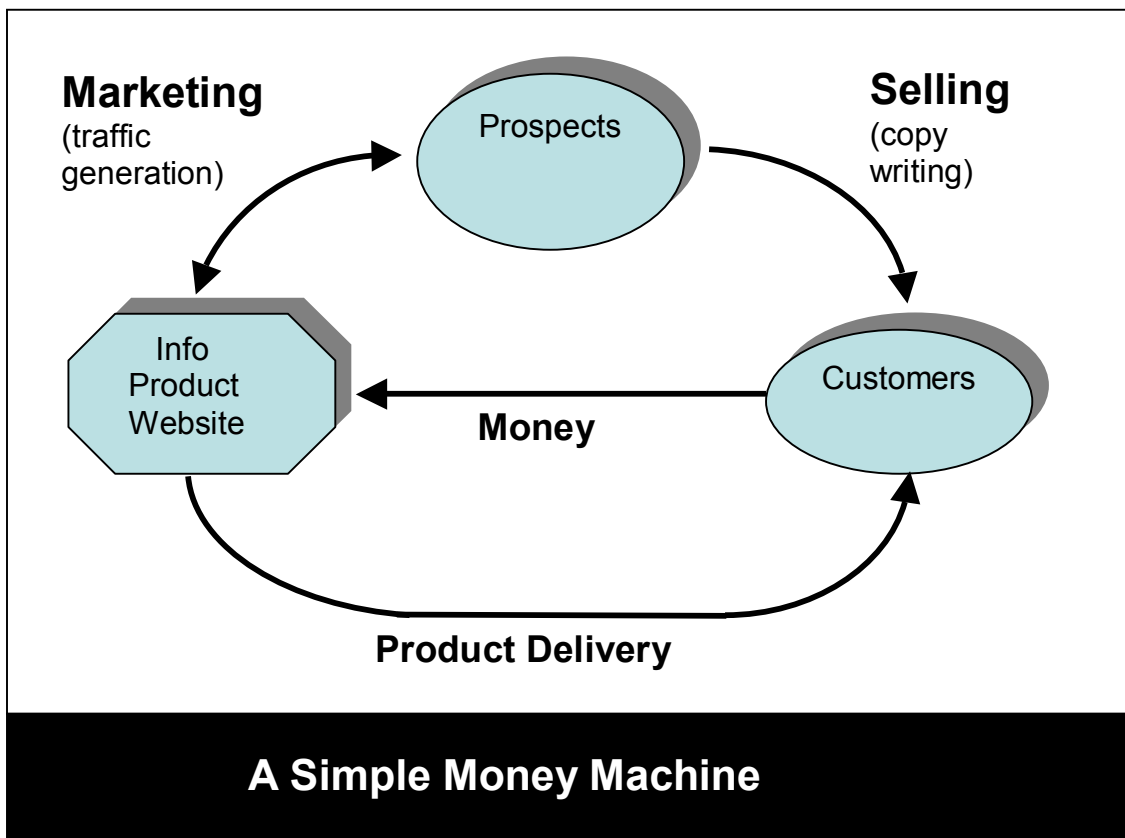
- Simple Money Machines can be automated by computers and software to generate income while their owners are engaged in other activities -- like sleeping, going on vacation or building more Simple Money Machines.

Components of a Simple Money Machine

The first step to building your own Simple Money Machine is to become familiar with its major components. Below is a diagram that shows the three major components and how they relate to each other.

(Note: There are countless variations of Simple Money Machines. For the purpose of this discussion, I have reduced a Money Machine to its simplest elements. Once you have a clear understanding of how they work, you can start to look at variations.)

Let's take a look.

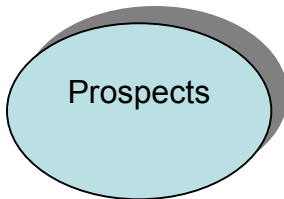


There are three major components to every Simple Money Machine:

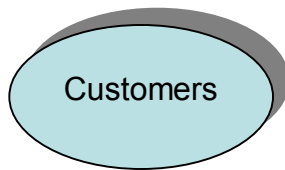
First there's the INFO PRODUCT WEBSITE. It's the Website, or server, that manages the business. It's the brains of the operation. It holds the INFO PRODUCT (book, audiobook, game, software, movie, etc.) that will be sold; it "sells" the INFO PRODUCT with sales pages; it collects the money; and it ships the INFO PRODUCT.



This Website can be relatively simple or very complex, depending on a variety of factors. It will not only contain and distribute the INFO PRODUCT, it will contain software to enable search engines to find the Website; it will house and feed your "sales force" (actually the sales pages that present the product to your PROSPECTS); it will have an order page and some way for CUSTOMERS to pay by credit card or PayPal; and it will track visitors and transactions so you can monitor and continually improve your business.



Next there are PROSPECTS. PROSPECTS are people who **might** become CUSTOMERS if they can find the INFO PRODUCT on the vast Internet and if the site does a good job of presenting it. PROSPECTS are your POTENTIAL MARKET. No business can succeed without a pool of PROSPECTS. The more PROSPECTS there are for the INFO PRODUCT, the more VALUABLE the site becomes.



And finally -- THE MOST IMPORTANT ELEMENT -- the CUSTOMERS. They're the source of money to fuel the machine. CUSTOMERS are PROSPECTS who have decided to buy the INFO PRODUCT being offered. PROSPECTS are turned into, or "converted" to CUSTOMERS by the quality of the copy on the sales pages. Thus copywriting is a critically important skill. The objective of every Simple Money Machine's sales page is to convert the largest possible

percentage of PROSPECTS into paying CUSTOMERS.

Finally, you must **satisfy your CUSTOMERS** so they will come back to buy your NEXT INFO PRODUCT. If the INFO PRODUCT satisfies, or exceeds, their expectations and if they have a good experience dealing with your site, they will be satisfied, and come back.

HOW A SIMPLE MONEY MACHINES WORKS

What makes it possible to create a Simple Money Machine is that information can be put into digital form. Once it's in digital form, it can be stored on a computer (no warehousing required) and then delivered almost anywhere in the world for a few pennies.

So if, for example an eBook sells for \$39, and it only costs a few pennies to deliver, you can begin to see the how it's possible to make a lot of money -- if there's LOTS OF DEMAND FOR YOUR INFO PRODUCT.

Every Simple Money Machine has an INFO PRODUCT. The INFO PRODUCT is the information, "packaged and priced in such a way that prospective customers will want to pay for it". Examples are newsletters, songs, books, movies, multimedia training courses, audiobooks, astrology charts, and so on.

Having the RIGHT INFO PRODUCT is Critical

Let's assume that you write a cookbook on your computer. By definition it's in a digital form, and it's now stored on your hard drive.

Obviously a Simple Money Machine will not function if nobody's willing to pay for the INFO PRODUCT -- in this case, your cookbook. So figuring out what INFO PRODUCT to offer is a **critical step** in building a successful Simple Money Machine. The more people who want your cookbook, the more valuable your Simple Money Machine becomes.

Finding PROSPECTS?

Once you have a product to sell, then you'll need PROSPECTS. PROSPECTS come from the universe of people who potentially will be interested in buying your cookbook.

Where do you get PROSPECTS? That's what MARKETING is all about! IDENTIFYING and GETTING PROSPECTS. And there are lots of ways to do this on the Internet.

You can advertise using Banners or Pop-Ups. You can write articles in online newsletters, or you can let them find you through Search Engines, either with Free listings or Pay-Per-Click ads. Getting PROSPECTS to come to your site is called "driving" or "getting traffic".

Converting PROSPECTS into CUSTOMERS

After you've started to get traffic or PROSPECTS, your next job is to convert some of those PROSPECTS, into CUSTOMERS. In most online businesses less than 5% of PROSPECTS will become paying CUSTOMERS.

In the OFFLINE world the **conversion** of PROSPECTS into CUSTOMERS is done by a salesperson. The salesperson presents the product and tries to convince a PROSPECT to purchase it. If they're successful, it's called "closing the sale".

In the ONLINE world, this conversion process is accomplished by the copy on the sales page. The better and more convincing the copy, the larger the percentage of PROSPECTS who will be converted to CUSTOMERS. The number or percentage that convert is referred to as the "conversion ratio". CONVERSION is both an art and a science in the Internet world.

Automated Transactions

Assuming the sales copy and price are attractive to some percentage of your PROSPECTS, they become CUSTOMERS with their decision to buy your INFO PRODUCT by entering their credit card information into your order page. The automated Website then checks their credit, and, if approved, deposits money into your bank account. It then instructs the server to deliver the INFO PRODUCT, via the Internet, to your CUSTOMER'S computer for viewing or printing.

The circle is now complete, ready for another cycle, and your bank account just got a little bigger.

By now you should see that:

- IF there is demand for your INFO PRODUCT, and
- IF PROSPECTS can be driven to or find your site, and
- IF your SALES COPY AND OFFER are attractive, and
- IF the TECHNOLOGY works,

then MONEY will flow without human intervention, and you'll have an operating SIMPLE MONEY MACHINE.

Now just imagine owning three or four Simple Money Machines. I know one guy who has more than 50. He also has a yacht with a paid captain.

LET'S LOOK AT THE LEVERAGE

One of the most exciting aspects of a Simple Money Machine is that most of the traditional functions of a business (marketing, selling and delivery) are all handle by computers rather than people. So the more you automate all the processes with software and networking, to more the leverage.

Let's take a very simple example. Assume you have a site selling a book online and that the book sells for \$40. Let's further assume that you are getting 1000 visitors (traffic) a day to your site and that 1%, or 1 in 100 buys your book. Now let's keep everything constant EXCEPT the traffic to the site.

Below is a simple chart showing what happens to the profitability as we increase the traffic.

Site Visitors/day	1,000	2,000	5,000	10,000
Number books sold @ 1%	10	20	50	100
Dollars/Day Income@\$40	400	800	2,000	4,000
Cost of Site/Day	100	100	200	100
Profit/day	300	700	1,800	3,900
Income/YEAR	\$108,000	\$252,000	\$648,000	\$1,404,000

That will give you a slight taste of the power of traffic. That's why we start by learning the basics of traffic generation and traffic conversion. And since all the functions of the website are automated, if you can simply figure out how to double the traffic to your website(s), you and more than double you income.

How hard would it be to double your income in your current line of work?

SO WHERE DO YOU START?

We've talked about what a fantastic financial opportunity the Internet is. And we've talked about why selling INFO PRODUCTS is the place to be.

We've also talked about what a basic Simple Money Machine is and how it works. AND THEY DO WORK. Hundreds of thousands of people make all or some portion of their living from one or more Simple Money Machines.

What we've not talked about is...YOU.

Simple Money Machines are built by people like YOU. However, there are three characteristics successful Simple Money Machine builders have. Do you have these characteristics...or are you willing to develop them?

- 1) You're DECISIVE and TAKE ACTION. YOU will not create your first Money Machine, much less the second and third, until you decide to take ACTION. It's a lot of fun to dream about having money, but money doesn't come to people who don't see the opportunities in front of them and TAKE ACTION. You have to identify an OBJECTIVE, develop a PLAN and then start to WORK.
- 2) You're NOT AFRAID to make mistakes and you're quick to fix them. YOU must be willing to experiment, to try something, and if it doesn't work, try something else and keep trying...until you figure it out. The Internet is still in its infancy. And it's changing rapidly. It's in a very dynamic growth phase. There are no hard and fast rules. There are only guidelines. What worked yesterday may no longer work tomorrow...and vice versa.

So YOU must be open to change, willing to experiment and not get discouraged when it doesn't work the first time. As someone wise once said, "We don't learn from our successes, we learn from our failures." Since so many variables have to work right for success, it's not possible to

make a list of the reasons. But it's usually pretty easy to see what didn't work and why.

- 3) You're WILLING TO INVEST BOTH TIME AND MONEY IN LEARNING. Because the Internet is so new and changing so fast, the most successful people spend a lot of **time and money** on their CONTINUING EDUCATIONS. They constantly read books, both for new information and for motivation. They often read the same books multiple times to keep pounding the information home. They invest in courses and seminars. They spend time with other **successful people** looking for new ideas and better ways of doing things.

Let me give you an example. Yanik Silver has made millions selling info products on the Net. Yet last year he spent over \$30,000 on ebooks, Internet home study courses, and seminars. Why? He was already successful, but he did it because there's always some new angle, some new technique, some new software, that could give him the edge. Unless he's constantly learning and studying the latest success stories, he knows he won't find them.

So don't think that by reading and studying this book alone you're going to get rich. Though you don't have to spend \$30,000, you must be willing to read three books on the same subject just to get different perspectives. And you're willing to re-read the same book five times to make sure you got it all, and you start hanging out at seminars with the gurus. Then you're on your way.

There are no shortcuts to success. That's why Get-Rich-Quick books don't work. This book will only work if...YOU work IT.

Still with me? If so, let's get to work... .

SECTION TWO

PHASE 1 – HOW TO MAKE YOUR FIRST \$50,000 ONLINE... WITHOUT A PRODUCT OR WEBSITE

If you have a computer, high-speed Internet access and a few hundred bucks to invest in some Google ads, then you are ready to start building your first Money Machine. (A high-speed connection is not mandatory, but it will make your life a lot easier and you'll get a lot less frustrated waiting for things to happen.)

In this first Phase, you will NOT create a product, you will NOT set up a website, you will NOT get a merchant account, and you will NOT even learn how to write sales copy.

What you are going to learn to do is to purchase ads on the Google search engine and send traffic to some else's INFO PRODUCT site and collect commissions for your efforts.

You'll start by learning how to find a product you can sell. We want to find a product with a an attractive commission AND a product that is already successful on the net. That way we eliminate some of the questions about conversion and we reduce the risk of wasting the few dollars we're starting with.

What you're going to learn:

1 – How to find online merchants who offer attractive affiliate commissions.

2 – How to promote a merchant by buying popular keywords used in Google searches.

3 – How to write simple advertising copy.

4 – How to track the effectiveness of your Affiliate Marketing campaign.

If you follow the step-by-step instructions you'll parlay your few hundred dollars into a few thousand... AND you'll master the basics of getting, managing and analyzing traffic by purchasing cheap ads on search engines. And I'm talking about ads that cost \$.05, \$.10 or \$.25 each.

Yes, that's right. You start small to learn how it works. Each morning before you leave for work, you'll set up your ads for the day and when you come home at night, you'll check your traffic stats and commissions.

Once you've figured out how it works, then you'll do it again 4, 5 or 10 times more. Each time adding to your income. And your CONFIDENCE. Within three or four months of part-time effort you could be making enough money to meet your mortgage payments.

The person who originally clued me into this money-making strategy is a former long-haul trucker named Gary.

Three years ago, Gary was living paycheck to paycheck. Now he's an Internet entrepreneur pulling in over \$300,000 a year from a small scale consumer retail business. Gary's got a collection of about fifteen websites that all sell different kinds of books and software tools that can be bought and a downloaded from the Internet.

All this just goes to show you: it doesn't matter what your background is, anyone with commitment can succeed on the Internet.

"I bet I can teach you enough in one day to get you started as an Internet entrepreneur."

I was still in the early process of researching the money making possibilities of the Internet when Gary made this bet with me. We were meeting for lunch at this little 1950's diner.

"You're kidding," I said. "Sure, I can use a word processor and surf the net, but that's it. I can't program or set up a website. There's no way you can teach anyone in one day what it takes to become an Internet entrepreneur. It's takes weeks just to learn how to set up a website."

“Wayne, I’m not pulling your leg,” Gary answers, looking me right in the eye. “To start with, you don’t need to set up your own website if you want to sell information online. I’m going to teach you about Affiliate Marketing using Google.com.”

“Now picture this. There are thousands and thousands of online businesses out there that are willing to pay commissions to affiliates who can drive visitors to their websites. Let’s say you discover that you can get a \$10 for each visitor you drive to a toy company’s website – assuming, of course, these visitors actually make a purchase.

“If you use Google.com’s AdWords service, you avoid having to set up your own website – and you get to advertise on the most widely used search engines in the world. And your ad campaign takes all of ten minutes to set up with Google AdWords.

“So here’s an example of how it works. You tell Google that you’re willing to pay 10 cents for each visitor that clicks on your ad which will automatically send the potential customer to the toy company’s website. Let’s say that 800 visitors click on your Google ad each week. That then costs you \$80 a week.”

“If at least 20 of your visitors actually make a purchase at the toy site, you’ll collect \$200 in commissions (\$10 commission on each sale times 20 purchasers = \$200). Since you spent \$80 on ads, that leaves you with a profit of \$120 for the week, or \$480 for the month, from just one ad. And you can create ads for as many products or services as you think are profitable,” Gary finished.

“This seems really easy,” I said.

“It’s the simplest money machine out there,” Gary agrees. “As an affiliate you guide Customers to the product or service they want, the merchant provides the product or service, and you just sit back and collect the commissions!”

At this point, Gary pushes aside his lunch plate, orders more coffee and flips out a note pad. Without looking up, he scribbled a 7-step process for making quick money on the Internet as an affiliate marketer. When he pushed the note pad towards me, this is what I saw:

- Step 1 – Get Organized
- Step 2 – Search for lucrative Affiliate Programs
- Step 3 – Join desired Affiliate Programs
- Step 4 – Research Keywords
- Step 5 – Write a Google AdWords Ad
- Step 6 – Set-up Google AdWords Campaign

Step 7 – Track Campaign’s Performance

“You know, I’m glad you asked me for advice Wayne,” Gary started. “Building a successful Internet business is a lot easier than any other business around – but that doesn’t make it easy.”

“There are a lot of people and books that want to convince you that it’s possible make something like ‘\$10,000 in 18 days on the Internet.’ But there’s a problem. If you dig a little deeper, you’re gonna find these stories are all written by people who have been working on the Internet for years.

“They aren’t lying when they say you can make \$10,000 in 18 days -- but they leave out that it happened so easily for them because they’ve already got the advantage of two, three or even more years of know-how and experience. Those stories may be motivational and sometimes they include lots of good tips and techniques – but chances are, you don’t have the background to repeat that kind of performance. At least not in your first 18 days.

“But the good news is that I have a plan for getting you there. That’s why I’m going to start by teaching you about the easiest Money Machine in existence: affiliate marketing with Google. You won’t need a website of your own or even a product of your own. You’ll have to invest your time, but it doesn’t require much money to get started – and you’ll start generating revenue almost immediately.

“Plus, it’ll get you exposed to the business of selling information online. In the end, you’ll discover that it’s even possible to make a decent living doing nothing but affiliate marketing. There are even a few people who make hundreds of thousands a year just doing this. But with the know-how you’ll gain, you can building the foundation to create you own website and informational products. And that might be something for you to consider one day – because that’s how you’ll be able to make really serious money.”

Affiliate Marketing can generate immediate revenues without a website or product of your own!

“Okay, before telling you my easy method for making money without a website or product, I need to explain two things to you Wayne. First, I want to cover Affiliate Programs, and then Google AdWords.”

Affiliate Programs

As Gary explained to me over that lunch, there are thousands and thousands of Internet merchants who will pay an affiliate (you) to generate leads, registrations or sales from a button, banner or hot link placed on a website, newsletter, email or “Pay-per-Click” ad.

It just so happens that it’s also extremely easy to become an affiliate. You do this by signing up with one, or more, of the large Affiliate Program Providers (APPs).

The APPs serve as “honest broker” go-betweens for Merchants and Affiliates. Essentially, they bring Affiliates and Merchants together into partnerships. And the terms of partnership basically always work like this:

1. An Affiliate (you) places links to the merchant’s site on their website, newsletter, emails, or Pay-Per-Click ads such as Google AdWords.
2. When a Prospect clicks on this link, this Prospect’s web browser will immediately open a page on the Merchant’s website.
3. The Merchant pays the Affiliate (you) a commission for each Prospect who converts into a Customer. Becoming a Customer usually means buying something on the Merchant’s Website, but commissions are sometimes also paid if a Prospect agrees to fill out a registration form or questionnaire.

The APPs facilitate all aspects of this Merchant-Affiliate partnership.

They:

- Give potential Affiliates a one-stop location to find and evaluate Merchant affiliate programs.
- Give Merchants easy to use tools for communicating with their Affiliates.
- Help Merchants keep track of which Prospects were referred to the Merchant by what Affiliate.
- Keep track of how much commission money is owed to Affiliates.
- Mail or deposit commission money to the Affiliates on a weekly, monthly or quarterly basis.

Merchants love affiliate programs because this is one of the few forms of advertising that always makes them money. Merchants don’t pay commissions to Prospect who visit their website without spending any money. They only pay commissions to an Affiliate when a Prospect actually buys something.

If you want to become an Affiliate, joining an APP is completely free and acceptance into the program is nearly automatic. All you do is fill out an online form.

Once you're accepted into the program, you'll get a special Affiliate link with your own Affiliate ID. We'll cover this in more detail later, but keep in mind that you'll use this hot link to automatically send anyone reading your Google directly to the Merchant's website. The Affiliate ID, which look like some random numbers attached to the end of a Merchant web address, lets an APP confirm how many Prospects your particular ad sent to the Merchant's site.

The top five biggest APPs are: BeFree, Commission Junction (CJ), Clickbank, Linkshare, and Performics. Thousands of major online merchants belong to these programs. And you'll notice that new merchants join these Affiliate Program Providers every week.

Google AdWords Select

"It use to take a lot of time and money to be successful in Affiliate Marketing," Gary told me. "You had to register a URL, build a website and pay to have the website hosted. Then you had to spend time and money to get listed in the Search Engines and other marketing efforts. That meant it took 6 months before you'd see your first commission check."

"But today, thanks to Google," Gary explained, "you can start earning money immediately without building a website of your own!"

People use Google.com and its partner sites for Internet searches more than 200 million times each and every day.

Google AdWords Select is a Pay-Per-Click (PPC) advertising system run and managed by Google.

You've probably noticed the AdWords ads if you ever use Google yourself. They show up as little text advertisements down the right side of the search results pages on Google. They look like three line newspaper classified ads. These ads also appear on partner sites like AOL, Ask Jeeves, Earthlink, and many other search engines.



The Google AdWords service allows everyday people like you to create very short little ads that include a hotlink to another website. You set the parameters that tell Google where to show your ads. This way your ads are only visible to people making a Google search for something related to what you're promoting. And with their real-time, online reporting, you can tell you if your ads are working or not.

Your costs will depend on how much Google charges per click and how many people actually click on your ad. Google charges a small fee for every click, but you don't have to worry about spending more than you can afford. Google lets you put an automated limit on daily spending. And any changes you make are free and instant.

And here's another thing about Google AdWords. Luckily, the Google AdWords system lets your ad compete on merit as well as price for the top listing positions on a web page.

In contrast, traditional PPC advertising services give the most visible spot on a web page to whatever advertiser is willing to pay the most per click. This creates a straight bidding war between advertisers. Let's say you're willing to pay the

PPC service 10 cents per click for the top position within a group of different ads. Anyone willing to pay 11 cents will leapfrog ahead of you in the listings.

In contrast, AdWords ad visibility listings are based on a formula that includes both the Cost-Per-Click (CPC) and the Click-Through-Rate (CTR). This means that people who can write better ads get higher in the listings.

This is an added benefit to you, if you have a knack for writing ads people respond to. With this formula, ads that are popular with the public can potentially jump ahead of other advertisers that actually pay Google a higher CPC bid.

(To figure out the CTR, divide the total number of people of people who click on your ad divide by the total number of people who visit the webpage where your ad is located. This tells you what percentage of the people that saw the page with your ad, actually choose to click on your ad with the URL link that redirected them to the Merchant's website. **The better your ad is at getting people to click on it, the higher your CTR.** And with AdWords, the better your CTR, the higher up on the search results screen your ad will be placed, which will in turn, get you even more clicks.)

Okay, so now you understand the Affiliate Marketing concept – so let me pass on an overview of Gary's strategy for how you can make money without a website or product of your own. The steps are:

1. Find an online product or service that you want to promote.
2. Join that product provider's Affiliate Program.
3. Make a list of the keywords people are likely use when searching for the product or service using a search engine.
4. Use these keywords in writing effective ads on Google.
5. Load your ads into the Google AdWords system. In general, the visibility of your ad depends on how much you are willing to pay for each user to click on your ad. Higher CPC bids buy you higher visibility.

Here's an example of how this works with money figures.

Let's say you find an affiliate program for a garden equipment supplier that pays \$5.00 for each new Prospect you direct to their website – as long as they make a purchase. And let's assume you are willing to pay 5 cents per click for your Google AdWords ad.

After you set up your and start running your ad, it turns out that your campaign generates 5,000 clicks (visitors) each week. This means you have costs of \$250 each week. [5,000 clicks x \$0.05 = \$250.]

Let's also assume your ad also generates 220 new Customers for this Merchant each week. Your conversion rate then equals 4.4% (220 divided by 5000 = .044%) That translates into weekly affiliate earnings of \$1100. [220 new Customers times the \$5 commission = \$1100.]

This gives you a weekly net profit of \$850 per week! That's \$3400 over a month if the activity stays steady!

And as you'll learn, it only takes maybe 15 minutes to set up this Google AdWords campaign. Do you see where I'm heading with this?

If you run several successful ads for different products simultaneously, you could potentially be earning thousands of dollars per month.

You now have the basic idea. The name of the game is to find the right combination of affiliate product to sell, the right key words that will attract Prospects to the search results page where your ad is located, and good wording in your ad to cause someone to click on it.

Here are a few tips.

If you are successful at getting people to click on your ad, but you get no sales or commissions from the merchant, one of two things is happening: (1) either your ad is appealing to the wrong people and they don't know it until they arrive at the merchant's site and find that its not what they thought it was going to be, which means you need to rewrite your ad to appeal to different people or (2) the merchant's offer is not attractive enough to cause people to buy, which means finding a new affiliate program.

If you are not getting people to click on your ad at all, then either you need to find a more interesting product to promote or try rewriting your ad a few times.

This process is simply trail and error. Start small, check you results, if its not working, change it and try again.

SUMMARY:

The Concept: the process for making Money with Google AdWords

1. Find an online product or service that you want to promote.
2. Join that product provider's Affiliate Program.

3. Make a list of the keywords people are likely to type into a search engine in order to find this product or service.
4. Use these keywords to write effective ads for Google AdWords.
5. Load your ads into the Google AdWords system. In general, the visibility of your ad depends on how much you are willing to pay for each user to click on your ad. Higher CPC bids buy you higher visibility.

The 7 Steps for Setting Up a Google AdWords Campaign

- Step 1 – Get Yourself Organized
- Step 2 – Search for Lucrative Affiliate Programs
- Step 3 – Join desired Affiliate Programs
- Step 4 – Research Keywords
- Step 5 – Write a Google AdWords Ad
- Step 6 – Set-up Google AdWords Campaign
- Step 7 – Track Campaign's Performance

STEP #1: Get Yourself Organized

As Gary explained it to me during our long lunch, there are 6 basic organizational tasks you need to accomplish before you can get started as a Google Affiliate Marketer.

1 - Get an email address for you Affiliate Program correspondence.

Strongly consider setting up an email address dedicated to Affiliate Program correspondence. This will simplify your life by reducing the chance that you'll overlook an important message. You can use the email address you already received from you ISP. You can also sign up for a free email service with companies like Hotmail, Yahoo or Lycos. However, be aware that these services might not be free for long. These companies all limit the amount of email you can store. If you become successful at Affiliate Marketing, you're very likely to bump up against this limit within a few months and have to pay for extra email storage. Then again, by that point, you may be making enough money for this to not be a problem.

2 - Organize your computer file system.

Create a folder on your computer to save all files and documents relating to your ad campaigns. Each time you start a new ad campaign, create a folder for it. Organize all your keyword files, advertising drafts, and performance spreadsheets into these subfolders. If you don't keep yourself organized, you'll waste hours looking for keywords lists and notes that should actually be retrievable in less than a minute.

3 - Decide how you want to handle commissions.

Decide whether you want to receive commission payments via check, direct deposit, or both. Depending on the affiliate program you join, you're going to be getting commission checks every two weeks, once a month or quarterly. I recommend setting up a new account at a bank – one that can be dedicated to handling your Affiliate Marketing money. It's so much easier to track Affiliate earnings and payments if the money is routed through an account dedicated to this business only.

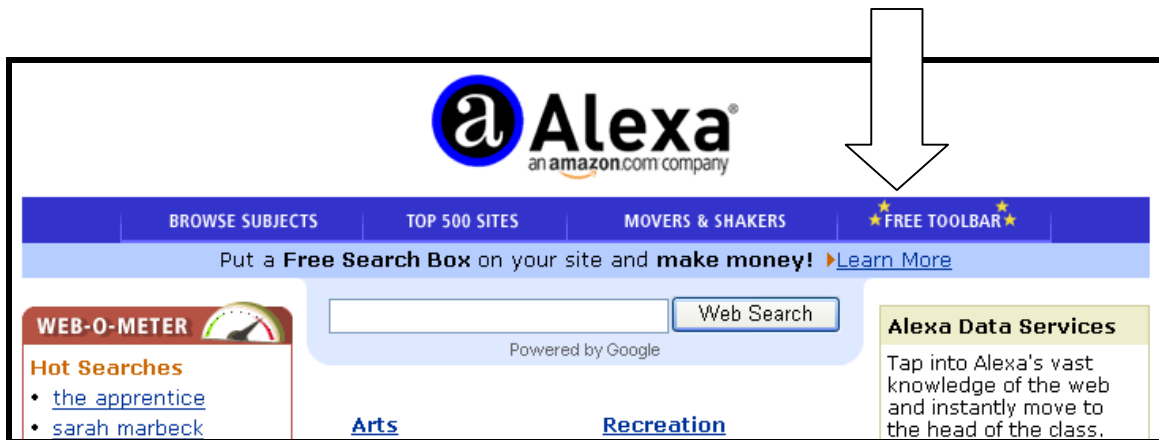
4 - Set up a PayPal account.

Some affiliate programs will want to pay you through a PayPal account. So if you don't have a PayPal account already, set one up now. Registering is free and

can be done by visiting www.PayPal.com.

5 - Sign up for the free Alexa Toolbar.

We'll cover this in more detail later, but the Alexa toolbar is a very handy free tool for Affiliate Marketing research. Go to: www.alexacom.com/toolbar and look for the "Free Toolbar" link at the top right side of the page. Clicking on this download link will add another menu bar to your Internet browser window. This is actually a useful tool. You'll discover that the Alexa toolbar contains a Google search field, a link to information about any site you're viewing, information about the site's owners, and additional links to related sites. The Alexa toolbar will also estimate how much traffic a visited website gets. (As an added bonus, the toolbar also includes a pop up blocker.)



6 - Register with Affiliate Program Providers.

You can join an Affiliate Program Provider (APP) later, after you've identified a merchant you'd like to promote, but it doesn't hurt to just get this step out of the way since it's free. I already mentioned that the most popular APPs are Be Free, ClickBank, Commission Junction, LinkShare, and Performics. As examples, Gary talked me through joining Commission Junction and Clickbank, the two largest and most popular.

Signing up with Commission Junction (<http://www.cj.com/>)

Commission Junction (CJ) is the largest of the APPs. CJ processes commission checks on a monthly basis. It enjoys a great reputation with affiliates.

Once you register with CJ, you'll be able to evaluate thousands of Merchant affiliate programs. CJ tends to handle the affiliate programs for large companies like eBay, Toshiba, Expedia, Netscape, CitiBank, etc. These larger companies typically pay commission of 5%-20%. The signup is free and quick. Since the process is so similar to all other APP application forms, it's worth going over how to fill out your application..

When you visit CJ's main web page, read the program details for "Publishers" and "Affiliate Marketing" at http://www.cj.com/solutions/affiliate_marketing_pub.jsp

The application for the publisher affiliate program is located at <https://signup.cj.com/member/publisherSignUp.do>

Filling out the application is straightforward and simple, but here are some tips that aren't so obvious:

- At the start of the application, CJ will ask you for a website or newsletter name. However, if it just so happens that you don't have your own website, don't worry. Just enter a newsletter name here. It can be literally anything. Like "Acme's Top 100 Stores on the Internet" or "Z-Best Merchants Review." You get the idea. (On the other hand, if you don't have a website, but really want one, you can get one for only \$8.95 a year at www.godaddy.com.)
- The CJ application will also ask if your website offers incentives to visitors or donates portions of proceeds to charity. Click on the "no" radio button and leave the description field blank.

Click "Accept Terms" once you've finished filling out the form. CJ will email you an acceptance letter. Once you get this, go back to the CJ home page at www.cj.com and log in. Your email address is your login, the password will be sent in your acceptance letter. Explore the site. Definitely review the FAQ site located at <http://www.cj.com/solutions/faq.jsp#support>.

Signing up with ClickBank (<http://www.clickbank.com/>)

Clickbank is also worth a few words. For one thing, unlike all other APPs, it only deals with merchants who offer digital, downloadable products and services. That have over 10,000 merchants, mostly mom and pop operators selling ebooks and software products. Commissions tend to be much higher than CJ, ranging from 30% to 70%. Clickbank pays out commissions twice a month.

Now, let me point out that informational products are usually very lucrative for Affiliates. It's worth joining ClickBank just so you can review the list of member Merchants and their affiliate programs. Another neat feature at Clickbank is that their INFO PRODUCTS are listed in categories, with the most successful in the number one position and going down from there.

ClickBank® Marketplace

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

Over 10,000 products ranked by popularity.

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

[Business to Business](#) [Health & Fitness](#) [Money & Employment](#)

[Computing & Internet](#) [Home & Family](#) [Society & Culture](#)

[Fun & Entertainment](#) [Marketing & Ads](#) [Sports & Recreation](#)

#1 Affiliate Commissions Affiliates <u>EARN 60%</u> per sale. www.NoAdWare.net	Real Estate w/ No Credit Affiliates <u>EARN 50%</u> per sale. www.BuyWithNoCredit.com	#1 Affiliate Program In 2003 Affiliates <u>EARN \$\$\$</u> per sale. www.SpyWareNuker.com
Make \$3500 Weekly - Act Now! Affiliates <u>EARN 50%</u> per sale.	This Sells Like Crazy! Affiliates <u>EARN 75%</u> per sale.	Your Opinion Is Worth \$\$\$ Affiliates <u>EARN 75%</u> per sale.

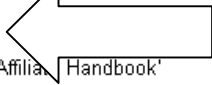
What this means for you is that products near the top of each category list are the easiest to sell. In affect, they are the best sellers so you know that if you can cost effectively drive traffic to those sites, there is a much high probability of getting a sale than if you send traffic to a merchant near the bottom of the list.

ClickBank® Marketplace
[Home](#) [Shop](#) [Sell](#) [Refer](#) [Login](#) [Legal](#)
 Over 10,000 products [ranked](#) by popularity.

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[Industrial](#) [New Products](#) [Publishing](#) [Web Design](#)

1) [I Raked In \\$436,797 Online Last Year](#) [earn 50%] 

Now you can too! Get all the insider secrets in Rosalind Gardner's 'Super Affiliates Handbook'

2) [How To Write Your Own eBook In 7 Days!](#) [earn 50%]
Write and publish your own OUTRAGEOUSLY Profitable eBook in as little 7 days - even if you can't write or type!

3) [Sell On eBay For Huge Profits. Simple!](#) [earn 51%]
Discover a simple NEW way to make money on eBay in your spare time!

4) [The Membership Super Pack](#) [earn 60%]
Four best selling memberships for the price of one / 60% Commission Rate.

5) [Turn Words Into Traffic](#) [earn 50%]

To Sign up with ClickBank, go to this address: <http://clickbank.com/overview.html>

The application form will be very similar to CJ's. Fill in the fields with your contact information and provide an address for where your commission checks should be sent. For the "address of your website", leave it blank if you do not yet have a website of your own.

Select a username and then click on the "submit" button. A Confirmation page will appear that shows your username and password. Either print this page or write down you username and password for later reference.

SUMMARY:

STEP #1: How to Get Started

1. Get an email address for you Affiliate Program correspondence.
2. Organize your computer file system.
3. Decide how you want to handle commissions.
4. Get your free Alexa Toolbar.
5. Set up a PayPal account.
6. Register with Affiliate Program Providers.

STEP #2: Finding and Choosing Money Making Affiliate Programs

For Step #1 Garry explained how to lay the groundwork for making money with affiliate marketing. It's pretty easy. And once you finish, you don't have to repeat any of these tasks again. So now we begin the serious work of deciding which Affiliate program we want to join. There are literally thousands to choose from. But what's the difference between an excellent affiliate program and an average one that isn't worth considering. Gary had a lot to say about the factors to consider.

"Always keep in mind", Gary said, "that it takes the same amount of time to market an affiliate program with a small commission as it does to market a program with a big commission. Your time is valuable. Choose affiliate programs that pay you the most money for your time!"

Gary took another bite of food and went back to his note to sketch out another check list for me.

Things to consider while looking for lucrative affiliate programs:

1. Is the commission rate high enough to be worth your time?
2. Does the Merchant offer a unique product within a high demand market?
3. Is a two-tier affiliate program offered?
4. How often are checks sent?
5. Are Lifetime commissions offered?

"Now pay most attention to point #1." Gary reaches over to tap his pen on the paper. "The higher the commission, the less traffic you need to meet your revenue goals. Let's suppose that you set yourself a goal of making \$1,000 a month with an ad campaign. You discover one company is willing pay you \$20 per sale. A second company will pay \$25 per sale. Obviously, it's better to promote the second company because that way you'll only need to make 40 sales to meet your goal. It'll take 50 sales to reach the same goal with the first company."

"I guess it's also a lot easier to have to count on making 40 sales than 50," I said.

"Dang right," Gary agrees. "And that brings me to point #2. Obviously you're Google ad is going to get both a lot more clicks and a lot more sales if you're promoting a hot product or service to begin with."

“Now, the importance of points 3, 4 and 5 depend on your preferences,” Gary continued. “Some Merchants, only process checks quarterly – once every three months. Maybe that’s too long a wait for you. It’s something to consider anyway.

“What about ‘Lifetime Commissions?’ I ask.

“Most affiliate programs will only pay a commission on a Customer the first time they buy something within, say, 6 months of first visiting a merchant site. But some affiliate programs give you commissions on every product that is sold to that Customer, forever. I bet I don’t have to explain why that’s a good thing. And if I were you, I’d also jump at the chance to sign up for a two-tier affiliate program.”

“Why’s that?”

“Well, a two-tier program not only rewards you for referring Customers to a merchant, it also rewards you for referring new affiliates to the merchant. What happens is this. Every time you refer another affiliate, and they join, they become a sub affiliate under you. That means you get a percentage of their commissions, paid for by the merchant. And the sub affiliate still gets his or her full commission.”

I considered what Gary told me and then asked, “Okay, these are good pointers for deciding between similar affiliate programs – but how do I find the programs to begin with?”

Gary smiled. “I’ve used five different methods. And I recommend using all five if you want to be thorough about identifying lucrative opportunities.”

5 Methods for finding lucrative affiliate programs to join and promote

1. WordTracker tool.
2. Check APP websites for any new merchants added to the network.
3. Research “hot” product and retail trends.
4. Compare CPC prices on Keywords
5. If the US market’s been over exploited, look to see if anyone is selling the same product overseas.

Method #1 - WordTracker Tool

<http://www.wordtracker.com/trial/>

An excellent method for finding a lucrative affiliate program involves looking for products or company names that are in high demand (high search numbers) but which have little exposure (few AdWords appear in search results).

Here's a make-believe example of a situation we're looking for. Let's assume that you discover that the novelty Pet Rocks of the 1970s are making a minor comeback. It seems as if several thousand people are searching the Internet for care and feeding instructions. You identify that there are several thousand search requests, and you also discover that very few AdWords exist for the product. Obviously there's room for you to set up an AdWords campaign to profit on this hot retail item.

Wordtracker Tool (<http://www.wordtracker.com/trial/>) is the best tool for researching how many time a keyword is searched for and the number of sites competing to bid on those same keywords. Despite the cost, subscribing to Wordtracker is worth it. And initially you can use the software on a free trial basis.

s 23. thong 24. lojack 25. carmen electra 26. tattoos 27. lyrics
([Ticker explained](#), Top searched words today: April 29, 2004) [Send words to a friend >>](#)

Home Tour Trial Contact/Support Order/Pricing Affiliate Login

“ Our investment in your keywords paid for itself many times over during the first month of marketing ”
Ralph Tegtmeier

 **WORDTRACKER**
...The Ultimate Tool To Increase Your Website Traffic

"Target the wrong keywords and all your efforts will be in vain."
Brent Winters, President
FirstPlace Software, Inc



Below is a screen shot of WordTracker results for “south beach diet.” The left column is a list of words that came back when I asked for suggestions for the keyword “south beach diet.” Then if you click on any of the key words on in the left column, you will get the number of searches in the right column. This is very handy for determining how popular a key word or category is.

Wordtracker
Webmaster Keywords

Home Support Account News Projects

Step 1 & 2 Step 3

(Wordtracker now uses fast parallel technology)

Use your own ? GO

Searching...300 row(s) returned
(taken from 329 million search queries over the last 60 days)

Click here to add all keywords to your basket

Keyword ? explain	Count	Predict	Dig
south beach diet	39809	38593	✍
south beach diet recipes	2465	2390	✍
the south beach diet	1094	1061	✍
south beach diet recipies	195	189	✍
south beach diet menu	192	186	✍

Related keywords for south beach diet

Why do I need related keywords? [Click here](#)

- south beach diet
- books
- textbooks
- health
- book
- nutrition
- used books
- workout

- The free alternatives to Wordtracker do roughly the same thing, but require a lot more cross-referencing and time to use.

- Overture's Keyword Suggestion Tool
(<http://inventory.overture.com/d/searchinventory/suggestion>)

Type in a word or phrase into the search field. This tool will show you how many times this word or phrase was searched for on Overture during the previous month. If the number is relatively high, you can bet the same words will be used in a lot of Google searches.

Search Term Suggestion Tool

Not sure what search terms to bid on?
Enter a term related to your site and we will show you:

- Related searches that include your term
- How many times that term was searched on last month

Get suggestions for: (may take up to 30 seconds)

cars

Note: All suggested search terms are subject to our standard editorial review process.

Searches done in March 2004	
Count	Search Term
4686220	new car
2806637	car
1799273	car rental
1411478	used car
707202	car insurance
301567	car max
218915	car audio

Now take one extra step: type the same keyword into a Google.com search and see how many websites offer this product. If there are very few, and less than 10 AdWords, it may be worth finding an affiliate program for a Merchant that sells this product or service. These Merchants will be doing a roaring business trying to meet such high demand.

- <http://www.Google.com/>

Similar to using Overture's system, you can also just start at the Google website and type in a potential keyword or phrase. At the top-right corner of the page you'll see "Results" followed by how many webpages were viewed that contained the submitted word or phrase. The larger the number, the more competition there is in that market space – and the higher the click rate you'll have to pay

Google. Your costs will be lower if you find situations where there is a less competition from other affiliate marketers like yourself. You can assess the level of competition by looking for any AdWords on the search results webpage. If you don't see many AdWords at all, you have an excellent opportunity to create some of your own!

Method #2 - Check APP websites for new merchants

Affiliate Program Providers (APPs) all have a "New Merchants" area on their websites. It's worth your time to periodically check these APP websites for new merchant additions to their affiliate network.

ClickBank in particular is very helpful about organizing their information products by categories. In general, I've found that Information products make excellent affiliate products. Since they have such high profit margins, many merchants will pay commissions of 50% or higher.

Here's a list of a few of the product categories with generally high commissions.

- Casinos – online gambling, sportsbooks, etc.
- Dating and match-making sites
- Information products – like eBooks and newsletters.
- Mortgage and loan companies
- Office Supplies
- Software products
- Web Hosting

Method #3 - Research "hot" product and retail trends

Another method for finding lucrative affiliate programs involves identifying upcoming "hot" products. Once you figure out what the next big product is going to be, go create AdWords campaigns designed to sell these products.

Read newspapers and magazine articles about consumer trends. Here's a list of free research tools – organized in no particular order – that might be useful to you.

Ask Jeeves – (www.jeevesiq.com/docs/advertise/keymet.html AND <http://www.jeevesiq.com/docs/advertise/keymet.html>)

This online tool lists the most popular search terms used in queries on the Ask Jeeves website. This report can provide really useful insight into consumer interests, habits and trends.

The screenshot shows the Ask Jeeves website interface. At the top, there is a search bar with the text "Search the Web" and the Ask Jeeves logo. Below the search bar, there is a "Help" link. The main content area is divided into several sections:

- Jeeves IQ interesting queries:** A logo featuring a cartoon character with a magnifying glass. Below it is a link "About Ask Jeeves".
- Main Entry: Jeeves IQ:** A section describing the function of the tool as a "noun" and providing a detailed explanation of its purpose: "1: Ask Jeeves' top searches" and "2: Most popular search terms based on the millions of queries asked on Ask Jeeves each day - from consumer trends to breaking news, the report provides valuable insight into consumer needs, habits, trends and interests".
- Top Advancing Searches for the week ending April 23, 2004:** A list of four search terms: 1. [Columbine Shooting](#), 2. [Bill Rancic](#), 3. [Earth Day](#), 4. [Nirvana pictures](#).
- Top Searches for the week ending April 23, 2004:** A list of ten search terms: 1. [Music lyrics](#), 2. [Online dictionary](#), 3. [Nirvana Pictures](#), 4. [Maps](#), 5. [Food](#), 6. [Madonna](#), 7. [Julia Roberts](#), 8. [Prom Dresses](#), 9. [Baby Names](#), 10. [Poems](#).
- Top Health Searches for the week ending April 23, 2004:** A list of three search terms: 1. [Pregnancy](#), 2. [Diabetes](#), 3. [Smoking](#).

Google Zeitgeist – (<http://www.google.com/press/zeitgeist.html>)

People around the world search www.Google.com for breaking news and obscure information. On a monthly, weekly and sometimes daily basis, the Google Zeitgeist page is updated to show Google search behavior. If you analyze the lists, graphs and other information provided, you might be able to identify patterns and figure out some interesting future trends.

Google Zeitgeist - Search patterns, trends, and surprises according to Google

For both breaking news and obscure information alike, people around the world search on Google at www.google.com. With a bit of analysis, this flurry of searches often exposes interesting trends, patterns, and surprises.

The Google Zeitgeist page is regularly updated to reflect lists, graphs, and other tidbits of information related to Google user search behavior.

Archived information [available here](#).

Top 10 Gaining Queries
Week Ending May 3, 2004

- [kentucky derby](#)
- [olsen twins](#)
- [cinco de mayo](#)
- [melania knauss](#)
- [mean girls](#)
- [harry potter](#)
- [mothers day](#)
- [sasser worm](#)
- [the simpsons](#)
- [snakehead fish](#)

Top 10 Declining Queries
Week Ending May 3, 2004

- [earth day](#)
- [jennifer garner](#)
- [nfl draft](#)
- [pat tillman](#)
- [kill bill](#)
- [sharon mitchell](#)
- [princess diana](#)
- [columbine](#)
- [queen mary 2](#)
- [michael jackson](#)

2003 Year-End Google Zeitgeist [available here](#).

March 2004 Zeitgeist

Top News Queries
March 2004

- [iraq](#)
- [india](#)
- [haiti](#)
- [china](#)
- [martha stewart](#)
- [george w bush](#)
- [john kerry](#)
- [howard stern](#)
- [kobe bryant](#)

Popular Retailers
March 2004

- [walmart](#)
- [home depot](#)
- [best buy](#)
- [target](#)
- [circuit city](#)
- [sears](#)
- [lowes](#)
- [costco](#)
- [ikea](#)

Operating Systems Used to Access Google - Mar 2004

Operating System	Percentage
Windows 98	22%
Windows XP	47%
Windows 2000	18%
Windows NT	3%
Mac	4%
Windows 95	1%

Lycos 50 – (<http://50.lycos.com/>)

This a very useful daily report of the top 50 Lycos search terms and related trends. Aaron Schatz, the writer, does a pretty good job predicting future trends.

LYCOS Lycos Home Site Map My Lycos Lycos Mail April 28, 2004

Lycos 50 Search: Lycos 50 archives the web

Lycos > April 28, 2004

This Week's Lycos 50
Here are the **top 50** searches on **Lycos** for the week ending April 24, 2004:
★ = Lycos 50 Elite

	Search Term	Change	Last Week	Weeks on List
1	Paris Hilton Video Star	nc	#1	26
2	Clay Aiken America's Idol	▲	#5	★ 49
3	Britney Spears Isn't Toxic	nc	#3	★ 245
4	Atkins Diet No Carb Phenomenon	▼	#2	★ 69
5	KaZaA File Swap	▲	#7	★ 129
6	Weight Watchers Point System	▼	#4	8
7	South Beach Diet Bestseller	▲	#8	17
8	Dragonball Anime Dynasty	▲	#10	★ 245
9	NFL Draft Results To	▲	#26	48

Lycos 50 Daily Report
with Dean...

The things you're searching for.

Sex To Die For
April 28, 2004

Today we are writing about a taboo search topic, the porn industry. Usually we do not write about this heavily searched theme, but since it is in the news we felt it was appropriate.

Lara Roxx and Darren James had some of the biggest increases in search queries this week. Roxx had an increase of 142 percent while James had an increase of 46 percent. Why such a surge in popularity?

Around the Lycos 50

- [Today's Column](#)
- [Lycos 50 Blog](#)
Daily commentary on search trends and pop culture
- [Lycos 50 Archives](#)
Revisit the past
- [Greatest Hits](#)
Our best articles and predictions
- [Lycos 50 Elite](#)
Our most popular subjects ever
- [Lycos 50 FAQ](#)
How we uncover these fascinating factoids, and press contact info.
- [Biography](#)
Meet the wacky crew that brings you the Lycos 50.
- [Email the Lycos 50](#)

Bonus List: Top Television Shows
The 10 **prime time TV shows** most requested by Lycos users for the

Wordspot Keyword Report – (<http://www.wordspot.com/>)

An email report that tells you the top 200 search terms used the past week.

Yahoo Buzz Index – (<http://buzz.yahoo.com/>)

This is a review of trends at Yahoo.com. It includes information on search frequency and changing trends within several Yahoo categories.

The screenshot shows the Yahoo Buzz Index interface. At the top, there's a navigation bar with the Yahoo logo and 'Buzz Index' text, along with a bee icon and links for 'Yahoo!', 'Search & Directory', 'Buzz Home', and 'Help'. Below this is a search filter section with dropdown menus for 'I'm a' (set to 'Woman') and 'seeking a' (set to 'Man'). There are input fields for 'Enter city or ZIP' and 'Age' (with 'to' between two fields). A checkbox for 'Show only ads with photos' and a 'Search Now!' button are also present.

The main content area is titled 'Buzz Index Leaders Summary' and includes a date 'Wednesday April 28, 2004' and a 'Search the Web:' search bar. On the left, there's a 'Top Searches' sidebar with a tree view: Summary, Leaders (highlighted), Movers, Decliners, Overall, TV, Networks, Music, Sports, MLB | NBA | NHL, Movies, Actors, and Video Games.

The main content area is divided into two tables: 'Overall' and 'Television'. Both tables have columns for Rank, Prev. Rank, Subject (Days on Chart), Move, and Buzz Score.

Rank	Prev. Rank	Subject (Days on Chart)	Move	Buzz Score
1	2	Britney Spears (734) - turns concert merchandising into cottage industry .	-108	304
2	3	Usher (41) - his biggest competition is himself .	-11	275
3	9	American Idol (33) - Elton John calls voting " incredibly racist ."	+54	186

Below the 'Overall' table is a 'Television' section with a similar table:

Rank	Prev. Rank	Subject (Days on Chart)	Move	Buzz Score
1	1	American Idol (96) - Elton John calls voting	+54	186

Method #4 – Compare CPC prices on keywords

Our goal with this method is to find high profit Affiliate sites and emulate their strategy by promoting the same products or services. In other words, as somebody looking for Affiliate programs to join, your strategy is to identify markets that pay a high rate of dollars per click. That's because these sites are making a large profit. After all, that's why they can afford to pay a high per click cost – and it's also an indicator of a high profit potential for you as well.

Unfortunately, it's getting harder to figure out what other Affiliates are paying for keywords. Google tries to make it tough to figure out what the competition is paying for keywords. However, Overture, which maintains a CPC ad system similar to Google's AdWords, still allows you to see this information.

Now this book only focuses on AdWords, but as you get more advanced in Affiliate Marketing you might decide to branch out and start running ads on Overture. If this happens, Overture's CPC bid tool can be useful in helping you identify profitable new affiliate programs.

Let's say you're searching for the keyword *homebuying*. This will pull up sites offering software or services related to mortgage lending. Let's say the top bid is \$2 per click (or visitor).

Note that such a search will bring up a mix of actual mortgage lenders, and Affiliates that promote these sites. But ignore the mortgage lenders – only focus on identifying Affiliates. These are either sites that compare various mortgage services, or sites that have a link taking you to mortgage company's application form.

The fourth listed site on Overture's list is an Affiliate with links to homebuilders. The first thing that grabs your attention is the fact that this site must be making a lot of commissions if it can afford to pay Overture's search engine \$1.25 per visitor. After all, don't forget that usually a big majority of Prospects don't turn into Customers – so most clicks result in costs and no revenue for the Affiliate.

So our next step is to visit this website and click on its links. We want to discover which homebuilders or mortgage lenders (aka Merchants) this booster site is trying to drive visitors to. Once you link to a Merchant's site, look for a link that says "Affiliate Program" or something similar.

Find the Merchant that offers the best commissions and has what you consider to be the best program for you. You'll want to sign up with that Merchant as an affiliate. This sign up procedure will be free. You might discover that this Merchant already belongs to an APP you registered with like BeFree or ClickBank. If this is the case, your job just got simpler. Just go to your APP's website, log in, find the Merchant on the merchant list and apply for the program through the APP with one or two clicks.

Now remember: this example is only supposed to show you how to locate an affiliate site with great profit potential. I don't want to suggest that you need to pay over a \$1 per click for your Google ads. Remember, the idea here is to eventually turn a \$100 investment into \$50,000 over the long haul. That requires stretch the value of that \$100 as far as possible.

Luckily, you're going to see that by using misspellings or new keyword combinations, it may be possible to promote the same high-profit merchant's mortgage website for as little as 5 cents per visitor.

If the Affiliate marketer in our example is paying \$1.25 per visitor and still making a profit, imagine your profit margin if you can direct visitors to the same merchant website, for the same commission, for the cost of only pennies per click. (We'll cover this in Step #4, page 39.)

After reading about Method #4, you might ask why we're bothering with Google. But here's why we aren't telling you how to write Overture ads: the cost-per-clicks for Overture ads are generally higher than Google's – even for the same keyword or phrase. There's also a lot more affiliate competition on Overture so situations often arise where some words have many advertisers on Overture, but few or none on Google.

SUMMARY

STEP #2: How to Find and Choose Money Making Affiliate Programs

Things to consider while looking for lucrative affiliate programs:

1. Is the commission rate high enough to be worth your time?
2. Does the Merchant offer a unique product within a high demand market?
3. Is a two-tier affiliate program offered?
4. How often are checks sent?
5. Are Lifetime commissions offered?

5 Methods for finding lucrative affiliate programs to join and promote:

1. Overture's Maxbid tool.
2. WordTracker tool.
3. Check APP websites for any new merchants added to the network.
4. Research "hot" product and retail trends.
5. If the US market's been over exploited, look to see if anyone is selling the same product overseas.

STEP #3: How to Join Affiliate Programs and Getting your Affiliate ID Link

Now's the time to sign up with the affiliate program associated with the product or service you want to promote with Google AdWords.

Merchants who maintain their own independent affiliate programs always have a link somewhere on their website to an "Affiliate Program" page. Just follow the links and follow the merchant's instructions on how to join.

Once you've registered, you'll get a username and password. Log in and look for something like: "Get Links." This will take you to a page where you can copy a URL link to their website. This URL link will have your unique Affiliate ID embedded in it.

Use your notepad program to open text file. Highlight your URL link on the merchant's Affiliate page (it'll look similar to something like this: <http://www.CompanyXYZ.com/clickID-123456789-123456>) and copy it into your open text file. Save your text file. We are going to paste this link later into a "Destination URL" field of your Google AdWords.

It's critical that you paste the entire URL link and not alter it in any way. The embedded Affiliate ID is associated with every Prospect who is redirected from your ad to a Merchant site. If that Prospect actually becomes a Customer, the purchase will be associated with your Affiliate ID. This is how APPs and Merchants can confirm how much commission money is owed to which Affiliate.

If the merchant uses an Affiliate Program Provider like CJ or Clickbank to manage their affiliate program, your application process is easier. If you've already joined the same APP, simply login. Otherwise, join now and then login.

Once you've logged in, go to the "Get Links" area for that particular Merchant. Copy and paste the URL link in to a text document. (In format this link will look similar to this: <http://www.CompanyXYZ.com/clickID-123456789-123456>.) Like before, this URL link will have your unique Affiliate ID embedded in it. And just like before, we'll need to paste this link into the AdWords "Destination URL" field later.

STEP #4: How to Research Keywords

“Okay, we’ve learned how to find Affiliate Programs worth joining. And we’ve just covered how to join an affiliate program and get an affiliate URL link to use in our Google ad. I know what’s next”, I said to Gary. “This is where you show me how to write that ad.”

“Nope. We need to research some ‘keywords’ before we can start writing actual Google AdWords ads. This is important because we’re going to incorporate these words into our ads. So you need to come up with as many words or phrases that your merchant’s Customers might use when searching for that merchant’s products or services.”

To make his point, Gary went on to explain how to research keywords for a plasma TV company you want to promote. So now you need to brainstorm variations on the word “plasma TV”. Think up every combination of words people would use to search for this product. Also think of different forms of the word.

For example, don’t stop with the phrase “*plasma TV*.” Here are some other ways people might search for plasmas:


- Buying plasma TVs
- Buy plasma TVs online
- Cheap plasma TVs
- Discount plasma TVs
- Plasma TVs for sale
- Purchase plasma TVs
- Order plasma TVs

Gary made clear to me that the longer your list, the better. The more keyword phrases you develop, the more ads you can create for an ad campaign that promotes this Merchant. And the more ads you have out there, the more visitors you can attract and the more money you can make.

Google actually helps you out with a AdWords Keyword Suggestion Tool (<https://adwords.google.com/select/tools.html>). If you’re stumped for ideas, this works a little like a thesaurus, giving you new ideas.

However, this isn’t the only option out there. There are plenty of other free tools as well.

- 7Search
<http://conversion.7search.com/scripts/advertisertools/login.aspx?msgid=1&nextpage=http://conversion.7search.com/scripts/advertisertools/keyword-suggestion.aspx>)



Keyword Suggestion Tool

Become a 7Search.com Advertiser!

Enter a keyword to view most popular searches during **March** that contained this keyword. Click [here](#) to view the recent search activity of one or more keywords (exact matches only).

[View 7Search.com guidelines on keyword relevancy](#)

Don't show estimates ▾
Keyword
Submit


(This may take a few moments.)

Click on a heading to sort by the values of that column.

Keyword	Searches	Top Bid
car	446,827	\$0.19
used car	272,300	\$0.14
new car	163,745	\$0.14
car rental	156,877	\$0.17
car audio	82,118	\$0.10
pioneer car audio	73,825	\$0.05
car insurance	68,375	\$0.43
car part	57,638	\$0.10
car auction	36,074	\$0.15
buy a car	35,429	\$0.15
fast car	34,892	\$0.02

- Global Promoter (<http://www.globalpromoter.com/seo-tools/keyword-suggestion-tool.cfm>)

Self Service SEO



TurboPromoter is a do-it-yourself seo application that will simplify any seo project. There's **no software** to download, everything is web based. From seo project management to in-depth seo tutorials and web site reporting. SEO beginners and experts agree it's the **best marketing tool** online!

Keyword Suggestion Tool

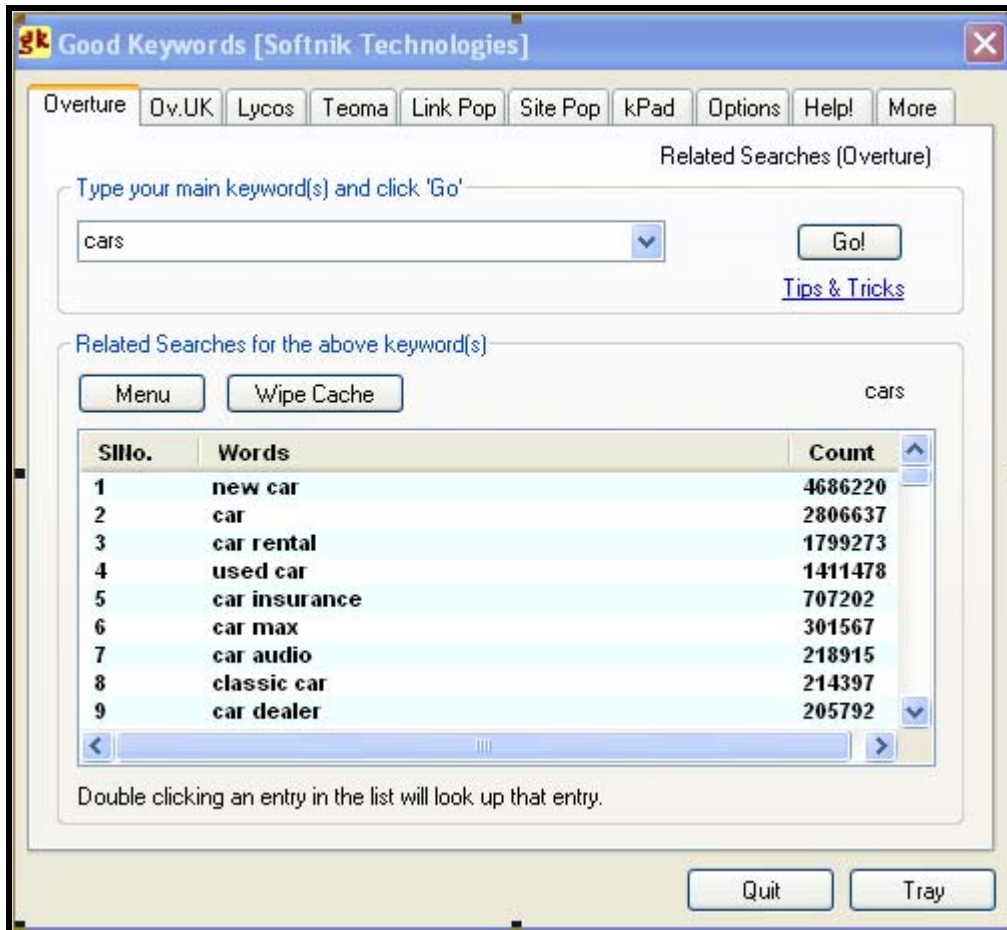
Keywords:

Please be patient. This may take up to 2 minutes because it compiles the results of 6 major search engines. Sometimes no results are returned even though there are queries performed on the keywords you typed in during the given month. If this occurs, just hit submit again until the correct results are returned.

17,720,783 total searches in April 2004.

Count	Keyword
4,686,220	new car
2,806,637	car
1,799,273	car rental
1,411,478	used car
707,202	car insurance
301,567	car max
218,915	car audio
214,397	classic car
205,792	car dealer
194,408	budget car rental

Another very good tool is Good Kewords. This is a FREE program you can download by going to www.goodkeywords.com. After you have downloaded it to your computer the results will look like this:



Back in Step #2 you probably discovered that many of the most popular keywords are being used and are overpriced. But don't let that discourage you. As Gary pointed out, and I later discovered for myself, it's still possible to attract click traffic for much less.

"That's because most advertisers think too narrowly," Gary said while rocking back on his chair. "Most advertisers only bid on the most popular words, and that

drives up the price. But with a little bit of effort you can still find hundreds of alternative keywords. And these are the ones that only cost 5 cents per click. That's the minimum bid amount on Google AdWords, by the way."

Gary went on to explain this is why you need to find every combination of keywords that you can think of.

Let's take up the plasma TV example again. At the time I write this, the minimum bid on Google for the word *plasma TV* is 55 cents. But since that's the minimum bid, any ad you write for that price will show up at the bottom of the current list of 8 advertisements. With such poor visibility you'll get you very few clicks.

That's why we're going to expand our keyword search. Have a look at these keyword combinations.

Big Screen Plasma
Flat TV plasma
Plasma flat TV sales
Plasma TV stores

As of this writing, all of these keyword combinations are available for only 5 cents. This illustrates the point that there's always a keyword or keyword combination that other people have missed.

Tips for selecting cheap Keywords:

While writing out your list of keywords, keep in mind that you don't need to limit yourself to the straightforward or obvious. If you're promoting a Merchant that sells wall clocks, don't limit your keywords to *clock, clocks*, etc. Expand your visibility by including Google users searching for *interior design, wall fixture, and/or office decor*."

Gary pushed another one of his lists my way again. It was titled "keyword research tips":

- Try the plural versions of the keyword
- Use misspelled variations of your keywords
- Try different verb forms – *buy, buying*, etc.
- Try combining two keywords into one without spaces, for example, instead of *buy software*, try *buysoftware*
- Try synonyms, word substitutes and the like
- Include brand names and models of products sold

- Think up keyword phrases that are search questions
- Check the HTML meta keywords used by competitive product webpages (see page 42)

“And here’s another technique for increasing the chances of a Customer using your keyword in a search. Get inside their head and think about why they would be searching for your product.”

“How do you mean,” I asked Gary.

“Well, let’s say that you’re promoting an online fresh lobster delivery store. Think about why a Customer would want to buy lobster. Don’t limit yourself to obvious keywords like: *lobster dinner*, *Maine lobster*, *lobster delivery* and the like. Use some search questions as your keyword phrases:

Seafood dinner ideas
How can I impress my friends?
Easy to cook fancy dinner
New England gifts

This casts your net wider, so to speak,” Gary said with a smile. “People using these phrases are probably willing to consider buying lobster even though they didn’t use the word in their search.”

“Remember,” Gary continued, “real Customers in everyday situations are doing Google searches. Use everyday terms and expressions and average person would use. If you use specialized terms and buzzwords – you’re only going to get that smaller group of people who actually use those kinds of words.”

Meta Keywords

I looked at Gary’s list of tips again and scratched my head. “What’s this about going to the websites of competitors and checking their meta keywords? How do you do that?”

“That’s actually really easy to do,” Gary explained. “All websites hide keywords in the code for their webpages. This makes it easier for search engines to find and include these pages in their search results. But you can use these keywords for inspiration when thinking up your own keywords for AdWords.”

“Just go visit the websites of your Merchant’s other Affiliates and competitors. Starting at the homepage of each of these sites, look at the top of your internet browsing window. Click on ‘View’. Next, click on ‘Source’. A new window will open up that’s going to reveal the HTML code for these webpages. You’ll see the meta keywords listed close to the top of the code page.”

Using his wireless laptop, Gary demonstrated this by visiting the homepage of The Sharper Image online store. He showed me the keywords associated with this page:

```
<META name="Keywords" content="sharper image, gifts, razor, scooter, zooter, rollerboard, ionic, ionic breeze, clean air, quadra, air purifier, air cleaner, hepa, CD, CD soother, sound soother, CD Shower, DVD, stereo, personal care, radio, video, music, clock, electric scooter, turbo-groomer, luggage, leather, massage, massage chair, steam wizard, hair care, blow dryer, model car, pet care, pet brush, cellular, hands free, CD Storage, power tower, magnetic therapy, electronics, personal cooling, travel companion, tie rack, palm, hand held devices, watches, gadgets, executive gifts, The Sharper Image, auction">
```

Spelling Mistakes

Another successful technique for keeping cost per click low and profit margins high is intentionally using spelling mistakes that Google users often make.

For example, Gary described running some ads for an online sporting goods maker. Correctly spelled “tennis” costs 47 cents, but the incorrectly spelled “tenis” costs only 10 cents. Spend some time searching and you will find dozens of misspellings for target keywords that still get used in thousands of searches.

As you can see from these examples, it is possible to profit in the highly saturated, highly competitive areas by finding keywords, phrases, and misspellings that have been missed, ignored or unrealized.

Choosing the best keywords for AdWords

“We’ve covered how to think up a list of potential keywords,” I said to Gary. “But now that we’ve put together this list, how do I choose which of your keywords are actually worth using?”

“The process we’ve learned so far boils down to this,” Gary answers. “First you find an Affiliate program with high commissions. Second, you brainstorm and come up with a list of keywords and phrases people might use to find this product. So now we need to confirm that these keywords are actually used in people’s searches. At the end of the day, the keywords you want to use with

AdWords will be the ones that get used in searches several thousand times each month – and that still cost only pennies to bid on at Google!”

You can use a number of different tools for confirming the popularity of keywords in Google searches. (See below for details.) All these tools will show you how many times each keyword was used in a search on the Internet. Some will even give you ideas for new keywords.

Start by plugging your brainstormed keywords and phrases into these tools and you will get a count of the number of times that keyword was recently used in Web searches. Confirm which words or phrases get a big number of searches.

To keep things organized, add these keywords to a Master Keyword List. (This is simply a text file that has each keyword on a new line.) Keep this list handy, because you’re going to need it when it comes time to actually write your AdWords ad.

Also, after you finalize your list of keywords, separate them into groups that use similar words or phrase constructions.

Here’s an example of what I mean when I talk about grouping your keywords. (Note, this is only an example, these keywords probably aren’t cheap enough for you to use for your own ad campaigns.)

<p><u>Master Keyword List:</u></p> <p>Buy skis Buying skis Buy skis online (variations with the word “buy”)</p> <p>Buy skiis Buying skiis Buy Skiis online (variations that use a misspelled “skis”)</p> <p>Skis at bargain prices Bargain skis (variations with the word “cheap”)</p> <p>Discount skis Discount ski equipment</p>
--

(variations with the word “discount”)

Downhill snow sports
Alpine snow sports
(variations with the word “snow sports”)

Eventually we are going to want to write a separate ad for each keyword group. All these ads together make up an *ad campaign* that generates Prospects for the same Merchant site. (The how and why for this gets clearer in Step #5.)

Here’s more about what specific keyword research tools can do for you:

Google AdWords Keywords Suggestions

<https://adwords.google.com/select/tools.html>

This search tool doesn’t tell you how often a word is searched for, but it does give you combinations and alternatives keyword phrasings. This could be handy while you brainstorm up a starting keyword list prior to testing out which ones are popular.

Google Sets

<http://labs.google.com/sets>

Similar to Google AdWords Keywords Suggestions. Except this tool allows you to type in a series of keywords relevant to your Merchant’s business. If you’re researching keywords for a home electronics Merchant you might type in 3 keywords like: television, stereo and speakers. Google will find you additional relevant keywords. In this example Google Sets will return a long list including: home theatre, projection screen, headphones, Hi-Fi, subwoofers, etc.

[Feedback](#) [Discuss](#) [Terms of Use](#)



Predicted Items
Stereo
Television
VCR
Microwave
Telephone
Coffee Maker
Full Kitchen
Bed Linens
Air Conditioning

Overture Search Term Suggestion Tool

<http://www.content.overture.com/d/USm/ac/index.jhtml>

This useful tool will show you what keyword/s and phrases that have already been searched for over the past month. The number of times these words or phrases were search for is also listed. You'll still want to come up with many more combinations that a person might enter to find your product. If you come up with combinations that aren't even in Overture's database yet you've probably found a way to get click traffic for only 5 cents.

Note: Overture doesn't differentiate between plural and singular word forms. All results are for the singular form of a word only. So even if you type in *computers*, you'll still get the result for *computer*. However, don't lose track of the fact that Google does pay attention to the difference. So when you bid on keywords in Google AdWords don't forget to bid on both the singular and plural form of a word.

Keyword Research Tool – Brainfox

<http://www.brainfox.com/>

Brainfox will show you related phrases and bidding history for any keyword you type into the tool.

Keyword Suggestion Tool – 7Search.com

<http://conversion.7search.com/scripts/advertisertools/login.aspx?msgid=1&nextpage=http://conversion.7search.com/scripts/advertisertools/keywordsuggestion.aspx>

Type in a keyword and this tool will show you keyword combinations and the number of times they were searched at 7Search.com during the previous month.

Wordtracker

<http://www.wordtracker.com/>

Wordtracker maintains an excellent database of terms and expressions that people use while searching. Wordtracker will help you identify all the keyword combinations in their database that bear any relation to your business or service. Wordtracker will also tell you how often people use these keywords in their search – plus, tell you how many competing sites use those same keywords. It's a sure thing that Wordtracker will give you ideas for keywords that you never considered before.

This tool is easy to use and does more things in one spot than any other tool, but it does cost some money. You can however, get a free trial. Once you start making some money with your ad campaigns, Wordtracker will start paying for itself.

The AdWords Analyzer

<http://www.adwordanalyzer.com/indexnp.html>

This tool is especially useful for finding untapped market niches. If you enter a keyword, it automatically shows you a comprehensive list of all related keyword phrases, and the number of searches that were conducted the previous month for each keyword phrase. More interestingly, you'll also find out the number of advertising campaigns that currently exist for both Google AdWords AND Overture.

But most useful of all, you'll see the ratio between the number of any given keyword search and the number of related websites. With this supply and demand information, you can develop campaigns for markets where there are relatively lots of searches (high demand) but few Merchant (low supply). That's a recipe for profits for you!

Webmaster Toolkit – Keyword Research Tool

<http://www.webmaster-toolkit.com/keyword-research-tool.shtml>

This tool allows you to enter a keyword to find alternative keyword phrases. But it also let's you specify the results associated with a particular search engine.

The keywords worth using for AdWords should meet two criteria:

- This isn't a hard rule, but you're chances of making money are best when your Keywords are used in several thousand searches each month.
- They're available for bid for as close to the five cents minimum as possible. This is especially important if you take a gamble with keywords that are relatively rarely used in searches. Never forget that the big majority of clicks don't turn into sales that earn you commission money.

STEP #5: Write a Google AdWords Ad

“Okay, tell me about actually writing a Google AdWords campaign.”

“I always research keywords first, next I write the ad and finally I go to Google to set-up my AdWords campaign,” Gary recommended.

“Remember how I asked you to research keywords and build a Master Keywords List?” he went on. “Well, what you need to do now is incorporate those same keywords and phrases into your ad.”

“Now here’s something to consider while writing the ad.”

Google ads are limited in size to:

- Headline – of 25 characters or less (including spaces)
- 2 lines of text – 35 characters or less (including spaces)

“That isn’t much space,” I said. “Obviously you need to get right to the point with what you write.”

“That’s right,” Gary agreed. “These ads have to get across as much information as possible, in as few words as possible. But then again, you don’t need to convince a person to buy a product with only a headline and two lines. All you need to do is attract your Customers eye, and spark enough of their interest to get them to click on your affiliate link.”

HOW TO COME UP WITH GREAT ADS?

Successful ads have great headlines, but before starting any work on the headline you need to think about your entire ad: both the headline and the following two lines of text. First off, go back and do some research. Your merchant’s website should list all the important features of their product or service. Get to know these features and ask yourself “How do these benefit the Customer?”

For example, let’s say that you’re placing an ad for a Merchant that provides advice for do-it-yourself home remodeling. Their features may include:

How-to manuals, plans and diagrams available for immediate download
Lowest priced training aids on or off the Internet
Live-chat communication with home repair experts

Now examine each feature and ask yourself: “How do these benefit the Customer?”

Manuals, plans and diagrams are available for immediate download
Benefit = You don't have to leave the house. Just download the information you want. It saves you time, etc.

Lowest price on or off the Internet
Benefit = Saves you money

Live-chat with experts.
Benefit = guarantees help if you come across problem manuals don't explain well. No need to hire a contractor just to answer a simple question.

To pick out the most effective benefits to include in your headline look at things like a Customer would. Consider what might bring the Customer to your ad and what benefits they can gain from your product or service.

Utilizing keywords is one simple method to pinpoint your Customer's interests and needs. If the Customer reached your ad by typing in *home repair advice*, then *home repair advice* in your ad will surely catch her eye.

Begin writing you ad in sentence and/or paragraph form. State what your Customer should know about the Merchant's website. Then reduce and refine it.

Let's practice with the Home Remodeling Advice website.

Avoid the expense of contractors by doing home repair or remodeling yourself. We have all of the how-to manuals and training aid for repair and remodeling. We have 5,000 documents. Downloading is easy and quick. If you still need help we have professionals available to answer questions through live-chat windows.

Now let's reduce this paragraph to the essentials that fit into a headline and two follow up lines. Take out all the superfluous words we don't.

Remodel your home & save!
5,000 do-it-yourself manuals
Live advice on repair questions

NOTES ON WRITING EYE-CATCHING HEADLINES

The headline formula

Great headlines make successful ads. There's no way around it. This is an art most other Affiliates on Google don't seem to spend much time on. You'll give yourself an advantage if you do. Luckily, when it comes to AdWords, headlines can follow an easy formula that create three things in a Prospect:

1. Curiosity – catch your Customer's eye (your keywords – which are highlighted by Google AdWords help here).
2. Desire – spark an emotion or desire for something.
3. Motivation – express what the Customer will gain or achieve with your product or service.

Here are three very common formulas for writing ad headlines. (However, these aren't the only ones out there!) If you plug in some words you'll see how each of these headlines entices a Prospect with curiosity, desire and/or motivation.

_____ made easy/affordable.
How to _____ and _____.
Get more _____ for/in less _____.

Now take some time and experiment. Look other successful AdWords headlines, find the formula in them, and modify them to make them your own. Here are some examples of headlines that flesh out the formula I listed above.

“Fundraising Made Easy”
“How to Gamble in a Casino”
“Better muscles in 3 weeks.”

Additional tips for successful ad writing:

Review Google's Editorial Guidelines

Save yourself from wasting time by making sure your ad meets the standards laid out in Google's editorial guidelines. Visit <https://adwords.google.com/select/guidelines.html> and review the rules for writing ads.

Use keywords in your headline

Google AdWords will highlight in bold any keywords in your headline that were used in a search. So, whenever possible, use keywords or phrases from your Master Keyword List. Highlighted keywords are going to draw a Prospect's attention to you ad.

Strip out unnecessary words

Your ad has a limited space. So don't waste your space on anything that can be said with fewer letters. Make every word count. Replace "and" with "&". Remove words like: of, it, a, an.

Motivate your Prospect to DO SOMETHING

Use a call to action phrases in either your headline or text. Demand that the Prospect do something sooner. For example, "Buy Today & Save 50%", "24 Hour Sale", "Hurry, limited supply!" etc.

Personalize your copy

By addressing the Prospect directly you can motivate somebody by seeming to tailor the pitch to them specifically. Use motivational words that affect the user. Personalize them. Address them directly: "Now is your chance!", "Weight loss secrets you should know", "Discover your potential", etc.

Keep the Prospect's attention

Once you have won the users attention with your highlighted keywords, keep them there. Eye-catching words and phrases hold their interest. For example, Free, No Risk, Limited Time, Quality, Sale, Guaranteed etc.

List your product benefits

For example: work from home, boost your money, increase your profit margin, affordable rates, durable quality, etc.

Be different from the competition

Let the users know why you are different from the competition. For example, you can indicate that you offer never told secrets, an innovative system, the widest selection, or a lowest price.

List prices and benefits

As an affiliate marketer, you'll have to pay for every click-through, whether it converts into a sale or not. So it is worth your effort to weed out any site visitors who aren't going to be serious Prospects. If these "window shoppers" aren't likely to buy anything, you don't want to pay out the CPC money Google for redirecting them to the Merchant. One way to narrow click throughs down to only the likeliest buyers, is to list specific benefits. Another good way to do this is to provide a price up front. Prospects looking for free product, or unwilling to invest, rarely change their minds so don't waste their time and your money. If you provide a price at the end of your ad, you'll help yourself get a higher conversion ratio and lower Customer acquisition cost.

STEP #6: Set-up your Google AdWords Campaign

By this time, Gary and I have been talking 90 minutes. It was time for dessert at the diner. We each ordered something and then Gary launched into how to actually program a Google AdWords campaign.

"Before you get started with Google AdWords, spend a little time on their site. Get to know their system," Gary advised. He pushed some Web addresses towards me.

Google Web Addresses to Remember

Google AdWords Homepage:

<http://adwords.google.com>

Get to know the Program with Tutorials and Guides:

<https://adwords.google.com/select/library/index.html>

Step-by-Step How to Set up a Google Ad:

<https://adwords.google.com/select/steps.html>

Google AdWords Editorial Policies:

<https://adwords.google.com/select/guidelines.html>

Program Details and FAQ:

<https://adwords.google.com/support>

You'll discover that setting up a Google AdWords campaign is very easy. You can easily set up an ad within 15 minutes. Google explains the process very well if you visit

<https://adwords.google.com/select/steps.html>, but here's a summary of the four necessary steps:

(1) Choose your target languages & countries

Choose English for the language and United States for the country. If the product has international appeal, you might add Canada, the UK and a couple of other countries.

"But remember to not select all countries," Gary warned me. "Your ad is going to display in English in non-English speaking countries. That won't help you at all. You'll get few clicks and this will pull down your Click Through Rate."

"I get it. That's a bad thing because a higher CTR can pull you ad up into a more visible position on the web page," I say. "Google AdWords decides how high on the list of results to place your ad based upon how much you bid per ad, AND your CTR."

On the other hand, if you're comfortable writing in other languages, this is your opportunity to design foreign language ads that show up only for non-English speaking Google users. You can set up ads that only run in Germany, France or Mexico if you want. The principles for how to do it are the same as for the US market.

(2) Creat Ad Group

In Step #4 you took your Master Keyword List and organized it so that similar keywords or search phrases were grouped together. In Step #5 we went ahead and wrote out some ads. Well, now it's time to drag out the Master Keyword List again and associate each ad in your campaign with a corresponding group of keywords or phrases.

From the Google AdWords Setup webpage, click on the link "AdWords Editorial Guidelines." (<https://adwords.google.com/select/guidelines.html>) Make sure you read and learn these guidelines. They show you the proper, allowable format for writing your ad. For example, ALL CAPS are not allowed. If you don't follow the guidelines your ads will be rejected.

Take your ads from Step #5 and adapt them, if necessary, so you have a headline, a line 1, and a line 2.

- a. Enter a headline. Try to include keywords from your Master List, if possible
- b. Enter description line 1.
- c. Enter description line 2.
- d. Enter the display URL. Use the merchant home page's main URL, for example www.CompanyXYZ.com in the "Display URL" field. This is what will appear to Prospects reading your ad.
- e. Enter the destination URL. This is the actual URL the prospect will link to when they click on the display URL. Use the link from Step #3 that you saved to a text file; the one with your Affiliate ID embedded in it. We previously saw the example: <http://www.CompanyXYZ.com/clickID-123456789-123456>
- f. Click on "Create Ad and Continue". A window will open where you can enter all the keywords you want associated with your ad. Anyone who does a search using these keywords will see your ad appear on the Google results page. If you're new at this, click on the link, "Keyword Matching Options Tutorial". Take the tutorial and familiarize yourself with the Keyword Matching Options. You are now ready to enter some keywords, which should be entered in tightly related groups. Enter one keyword per line.

"Now here's a tip," Gary tells me. "You don't want to enter several hundred phrases into one ad group. If you do, you'll never figure out which keywords are bringing in the Customers. This can be important. You don't want to pay for keywords that don't attract Customer. Eventually, you're going to want to test different approaches to an ad. (More about this in Step #7.) So look at your Master Keywords List and just enter one group per ad. So maybe the group that uses variations on a misspelled keyword gets one ad. And another ad only uses one-word variations in a phrase. So on and so forth. Get the idea?"

- g. Click on "Save Keywords". This'll take you to the screen where you "Choose Currency and maximum cost-per-click". Choose US\$ for currency. In the maximum cost per click field, Google is going to suggest a number that is usually too high. Unless your keyword term is expected to bring you in a considerable amount of traffic and extremely high conversions, never accept AdWords' suggested PPC price. Usually it's at least 50% too high. So go ahead and experiment with that number. Put in 5 cents to start with, and then click on "Calculate Estimates". Google will

then estimate for you, for each keyword, how many clicks that word is going to receive and in what position the ad will be displayed. Position 1 is the top of the page and Position 10 is the bottom. Experiment with this. Until you get more experience and start making some money, I strongly suggest that you start with ads you that run for a maximum Cost Per Click of only 5 cents. This is the lowest amount Google will allow.

- h. Click on “Save and Continue”. Now you’ll be asked if you want to create an additional Ad Group with a different pricing or if you would like to continue to Step 3. This is your chance to add any of your other tightly focused keyword groups you didn’t use back in section 2(g). But if you don’t do this now, you can always come back later and do it.

(3) Set your daily budget

Click on “Continue to Step 3” to set a daily budget for your ad. Remember how I promised that you could start making money for an initial investment of only \$100? Well, this is how Google ensures your ad costs never rise above a certain limit. If you want to test the waters with an ad, set your daily budget for \$5.00 per day. Once that ad reaches \$5.00 in click costs for you, Google will withdraw the ad for the rest of the day. In a worse case scenario where you’re running out of money, this’ll give you a chance to kill the ad entirely before it starts up again the next day.

Let this ad run for five straight days and the most this test campaign can cost you is \$25. At that point you should be able to calculate from your Affiliate program whether your Affiliate fees will be higher than your costs. If they aren’t, cancel the ad campaign entirely.

You can set different daily budgets for each of your campaigns. You can also change the daily budget at any time. So, once you find yourself with a successful ad campaign, don’t delay, raise your daily budget to maximize the number of clicks you get per day.

Click on “Save and Continue” once you decide on a daily budget.

(4) Sign Up:

The final step, is called “Sign Up”. Enter your email address. (By the way, this also doubles as your login name when you want access to your Google AdWords account.) Next, enter a password. Finally, Google will activate a button that says: “I agree – Create my AdWords account”. Once you’ve clicked this button Google will send you email to you. Your ad will not run and you are not

committed to a purchase until you follow the instructions contained in the email sent to you by Google.

This email from Google will have a link to a login page for Google AdWords. Enter your password and then submit your credit card information. This is how Google will bill you for your daily clicks.

As soon as your credit card info is verified, your ad campaign will immediately start running on Google.

Tips for Maximizing your AdWords Campaigns

1. Read and Learn Google's Optimization Tips.

<https://adwords.google.com/select/tips.html>

2. Put your Master Keyword List together first, then draft your ad.
3. Some tips for keywords:
 - a. Don't use generic terms for keywords.
 - b. Use both singular and plural versions of keywords.
 - c. Create a separate Ad Group and Ads for your list of misspellings, another one for your abbreviated keyword phrases, and so on.
4. When writing your ad, try to insert a search keyword or phrase into the headline. This is a proven method for maximizing your click through rate (CTR).
5. Double check your Affiliate URL link – make sure your Affiliate ID is in the link. Test your AdWords to make sure you end up at the desired page.
6. Google AdWords provides matching options for search terms, allowing you to refine your ad targeting, and reducing your cost-per-click (CPC).
7. When starting a new ad, enter a low daily budget like \$5. This is a great way to test the waters without losing your shirt. As you gain experience and learn to determine what your maximum bid rate should be – then you can raise your bids. Your costs will go up, but hopefully more traffic will offset this by also generating more affiliate commissions.

8. Until you gain some experience, be careful about paying more than 5 cents per click. However, once you start making some money here's an advanced technique Gary first taught me. At only 5 cents per click, a lot of keywords will have a very low CTR. To make up for this you might bid more than you'd want to – but high enough to get your ad in a top result. Then as clicks start coming in wait to see if your CTR is greater than 1%. At this point start “refining” the wording of your ad and see if the CTR rises. If it does, you've got proof of effective copy. Lower your CPC and hopefully your ad will hold its position because of a good CTR.
9. How To Determine Maximum Bid Rates? If you create a successful ad you may find yourself in a situation where you get tempted to raise your CPC bid price in order to gain or maintain a top listing. Based on the ad's past performance you'll be able to calculate your highest possible bid. Let's say each Customer sale generates a \$10 commission, and your ad generates one sale for every 25 visitors who click on it. Your break even point & upper bid limit is \$0.40 per click (\$10 divided by 25). You'll still make a profit at any bid price below this \$0.40 limit.
10. In the beginning, watch your ads very closely and change them as necessary.
11. Test two ads at the same time. Google AdWords will allow you to run two different ads that use the same keywords, but have different headlines and ad copy. This makes it possible for you to compare how people respond to your ad write-ups. After testing the two ads for a few days, keep the ad with the higher CTR and replace the other ad with a new one. It's smart to constantly tweak your ad copy to see if you can achieve a better CTR with different wording in your ad.
12. Sometimes you can achieve a higher CTR, by putting your keywords / phrases in square brackets. If you do this, your ad will only appear if these exact keywords or phrases are used in a search. Example:
[buy footballs]
[football]
For the example above, the ad would not appear for *free football* or *discount footballs*. It would only appear for the keywords: *buy footballs* and *football*.
13. Great negative keywords for search terms that don't have anything to do with your promotion. This way you won't have to pay for clicks that are unlikely to produce sales. If your keywords are negative-matched, your ad won't show if the user's search includes that word. You can do this by adding the negative character (-) in front of the keyword that you'd like to

exclude. For example, if your keyword is television and your negative keyword is “-free” your ad will not show when a user searches for *free television*.

14. After your campaign's been running for two weeks, re-write any ads with low CTR's. Google automatically disables the keywords with very low CTR's (less than 0.05%). You can get disabled keywords re-enabled by rewriting ad copy or adding new ads. You don't necessarily need to give up on these ads. Better wording alone can sometimes give an ad new life.
15. Never worry about losing control of the AdWords campaign. You can always stop any ad from running, at any time of day or night, just by clicking on the “Pause Ad Group” link.
16. Ramp up your efforts during the Winter Holiday Season. From November 1st to February 1st you'll see a dramatically higher click rates and better conversion rates. Try to have as many AdWords running as possible during these months.

STEP #7: Track your Campaign's Performance

You've researched Affiliate programs and keywords. You've set up a Google ad campaign. Now it's time to evaluate whether your efforts are earning money or losing it!

It comes down to a two-step process. First, go login to your Affiliate Program and visit the Statistics/Reporting section. This section will tell you how many commission dollars you earned on any particular day or date range. Second, login to Google AdWords and see how much that corresponding Campaign cost you on that same day or date range. Subtract the costs from your commissions. The difference between the two shows whether you made a profit or a loss.

You should check some campaigns – especially new ones – daily. Make sure you're still earning more money than you're spending. Don't be afraid to tweak ad performance by testing new ad copy.

For other campaigns, especially proven money makers, you can check up on every few days.

It would be a smart idea if you tracked your results with a spreadsheet program. For each ad campaign, keep track of:

- Total number of clicks (visitors) per day
- Cost per click
- Total daily costs
- Total orders per day
- Commission rate
- Revenue earned per day
- Daily Conversion Rate (sales divided by the number of visitors. Or put another way, "Total orders" divided by "clicks per day".)

Create a new spreadsheet for each campaign. Keep track of each campaign and immediately stop running any campaign that loses money. After two weeks it will become clear which ads are working and which ones aren't. Problems may be due to ineffective ad copy or bad visibility on a search results page. Either way, stop losing money while you decide whether to kill the ad entirely or try to improve performance with new copy or a higher CPC bid that will raise the ad's visibility on the search results page.

If you notice a campaign is profitable, but still not making very much money, this might be an indication for you to experiment with new wording for your ad. This alone might be able to increase your conversion rate and revenue.

And if your spreadsheet shows you that an ad campaign is a profit-making runaway hit you'll know to definitely increase the daily budget limit on your click costs.

CONCLUSION – NOW IT'S TIME TO START MAKING YOUR FIRST \$50,000... ONLINE

Now we are back to where we started. The reason you got this far is that you wanted to make \$50,000. Well I have now given you the basic tools and strategy to make that kind of money. (Actually you can make a lot more than that with this strategy, as you'll see in a minute.). And hopefully, you've concluded it doesn't look too difficult.

However, there is one thing we need to talk about. And that's MONEY. Your money. If you are serious about starting your own online business, about building your own MONEY MACHINE, then you are going to have to make an investment. You will need to spend a little money on buying some ads and purchasing some additional educational materials.

You need to budget somewhere between \$100 and \$500 to invest in buying Google Ads. If you are paying attention and not wasting your money, that should be enough to get your first SIMPLE MONEY MACHINE started.

To start with, set up AdWord buys that only cost you \$.05, \$.10 or \$.25 per click. This makes your money go a lot farther.

If you're careful and don't spend more than \$10 or \$20 (that is 200-400 clicks at \$0.05 each) on a given keyword buy to see whether it converts PROFITABLY into sales at your affiliate site(s), then you won't get too badly hurt. Some people spend a lot more than that. It all depends on your level of risk, your budget, your desire and willingness to learn, and other factors. But I would suggest you budget some amount and then spread it over three months. By that time you will be getting the hang of it all.

Things to think about

I have received a number of letters from people who read this book and then started on Phase 1. Often they would write and say that they were able to get people to click on their ads but they got no sales. When that happens one of two things is going on: either the people who are clicking on your ads are not really serious buyers or the product you are promoting does not "grab" them when they get to the sales site you're promoting. Just because people get to a site does not mean that they will buy the product. This is why it's important that you try to pick an affiliate product that has a history of selling. There are lots and lots of affiliate products that DO NOT SELL well. So you can waste a lot of money sending traffic to site with a crummy product or a poor sales page.

This is one of the reasons why Clickbank is a good place to find products to promote. As I mentioned earlier, the products are ranked by the number of sales. So the product that is in number one position is the best seller in that category. It's usually less risky to promote a product that you know (by its ranking) sells (or converts) well. On the other hand, maybe the market is burned out on that product.

You're just getting started

Please do not think you are going to hit a profitable product or campaign right off the bat. A good way to think about this is that it's like panning for gold. Finding the right combination of: an good affiliate product, cheap enough keywords and a good conversion ratio, is like finding a gold nugget in the river. It takes a bunch of panning. It takes work. It takes being creative. It takes thinking. It takes persistence. I never promised a get rich quick program. We know it works because lots of people are doing it, and lots of them are making a lot of money. The question is, are you going to do it?

It is really a process of a lot of trail and error. You want to think about this as a game to figure out. Test and see what works. When it doesn't, kill it early and look for another nugget. Then do some more reading. Get some ideas from other people who had been successful. Try again and then again. That is how you learn. That's how the successful people do it.

Going to the next level

Once you have made your first \$1000 you're now ready to go for the next level, turning your \$1,000 into \$10,000.

Now that you know how it works and you can start looking for niches and ideas were the key words cost more to purchase, but also get much better returns. You want to start finding keywords that represent more upside and cost more, from \$.25 to \$1.00 per click.

By now you should also understand how Merchant Affiliate programs work. And of course, you should be pretty good at writing those simple, short and effective ads that drive the traffic your affiliates sites. This skill is one of the foundation skills of any website, since it helps you come with powerful HEADLINES when you start writing copy for a minisite or a complete transaction site.

Once you have turned your \$1,000 into \$10,000, the last step, turning it into \$50,000 should be relatively easy. Your objective now is to find larger and more

profitable niches and over the next six months you'll have reached your goal of \$50,000.

Don't get distracted by all the stories of how much money other people are making. Stay focused on learning and then practicing the steps you've learned. Start small, spend one hour each night studying this ebook. Then spend an additional one hour taking action. Look for niches, do some research, open your Google AdWord account, find some products you like, buy a few dollars worth of ads and watch what happens.

Do it again and again till you start to get the hang of it. Then perfect it. Making money online is like learning to ride a bike. At first you fall off until you learn how to get up enough speed and maintain your balance. Making money is no different.

A FINAL NOTE

Way back in Section One we talked about the characteristics of the people who have been successful on the Internet. One of those is the willingness to LEARN. Making money on the Internet is a process of LEARNING. It all takes place in your HEAD. Making money online is all about using your head. You won't be swing a hammer or driving a truck, you'll be using your head to figure out how to make money.

Which brings me to my final recommendation. If you are really serious about your own SIMPLE MONEY MACHINE (and it won't happen if you're not) then you need to do one other thing. You need to budget \$1,200 to spend on books and Internet learning over the next twelve months. That means you will be budgeting \$100 each MONTH on for additional educational materials.

You've got to get in the habit of constantly learning. People spend \$50,000 to \$250,000 on a college education and don't come out with the skills to make the kind of money you can make on the Internet. If your really serious...you'll spend more than \$100 a month, but if your not willing to spend at least that much, then I'd suggest you think about doing something else with your life.

HERE'S YOUR FINAL EXAM

This is your final exam.

I have given you a lot of very valuable information. It cost me a lot to learn it. If you apply it, you'll save yourself the heartaches of those who CRASHED and BURNED when they tried to do too much too soon.

By now you should see the wisdom of following the Three Phases. If you have decided that you are going to go for it, that is to start down the road to building your own SIMPLE MONEY MACHINE, then you are about to start learning and applying Affiliate Marketing techniques -- with the objective of making your first \$50,000 online.

Now here's the TEST.

If you're serious about this, if you really want to make money, then you will spend your first month's educational budget on the following two books. They are the two BEST books on the subject of Affiliate Marketing. I've now given you the context and the tools to understand the power of what you will get from reading both Chris and Rosalind.

Promise me that you will NOT spend any money on starting your Google campaigns until you have read BOTH of these books.

You will learn so much more from their unique perspectives that by the time you have finished BOTH of them, you will either feel **very confident in starting down this path...** or you'll have **saved yourself a bunch of time and money.** Think about it this way, reading these two books will make the money you spend on Google ads go so much farther that you will get it back many times over.

**So get these two books and READ THEM BEFORE
YOU BUY YOUR FIRST GOOGLE ADWORD CAMPAIGN.**

GOOGLE CASH

The first is called GOOGLE CASH by Chris Carpenter. Chris makes well into six figures with affiliate programs just like we have covered. Chris has students of his averaging over \$1000 a day. I got his book when I first started. It's clear and simple. It covers much of the same ground but from his point of view and experience. His experiences are very motivational. If you only get one or two additional ideas then it will be worth every penny. You can find his book at:

<http://hop.clickbank.net/?waynevd/tnecc>

SUPER AFFILIATE HANDBOOK

Another book I HIGHLY RECOMMEND is Rosalind Carter's book,

The Super Affiliate Handbook – How I Made \$436,797 Last Year Selling Other People's Stuff Online

In 258 pages she really lays it out in clear, easy to follow steps. It was one of the books that convinced me that this was for real. I have listed some of the chapters below.

- Let's Talk Business
- Affiliate Business Basics
- Setting Up Shop
- Research Profitable Ideas
- Where to Find Products and Services to Sell Online
- How to Choose Products and Programs
- Turn Click Into Customers
- 28 Ways to Promote Your Affiliate Business
- Manage Your Affiliate Business
- Grow Your Business

You can find her book at:

<http://hop.clickbank.net/waynevd/webvista2>

If you get and read these two books, you will have passed the TEST and you'll be well on your way to building your own SIMPLE MONEY MACHINE.

If you don't read them then I'd would recommend that you not try to make money with affiliate marketing.

I WOULD LIKE TO HEAR FROM YOU

We have now spent a lot of time together. I hope that it has opened your eyes to some new financial possibilities. Before we I go, I just want you to remember:

If you are persistent, If you are willing to make mistakes and not beat yourself up, If you read and study everything you can, If you don't get greedy, If you're creative and look for the golden nuggets, you will find them. Others are doing it...so can you. This is **NOT** a **GET-RICH-QUICK** process, this is a **GET RICH** process. Be patient and keep working at it.

I'd like to hear from you and I hope to see you out on the Net. You can reach me at:

wayne@simplemoneymachines.com

Wayne Van Dyck
Simple Money Machines

April 2004

P.S. I am developing a video training course that will show you, on your computer screen, exactly how to do all the things we have talked about in this book. I expect that it will be available within a month. I will let you know when it's done. It's so much easier when you can see it on the screen.

PHASES 2 & PHASE 3 - Available in June 2004

In Section One we talked about the Three Phases of the Simple Money Machines approach.

Phase 1 – How to Make Your First \$50,000 Without a Product of Website

Once you've mastered the simple advertising and traffic techniques we've just talked about and you've gotten comfortable working your way around the Net and seen dollars arrive in your bank account, then you'll be ready for Phase 2.

Phase 2 – How to Make \$100,000 A Year with MiniSites

In Phase 2 we will be talking about how to write copy and set up simple websites, called minisites, and how to use these to multiply your affiliate income into the six figures. Once you have started making a predictable income and you're ready to quit your day job, then you'll be ready for Phase 3.

Phase 3 – How to Make Big Money With Your Own Products

Phase 3 is taking the Big Step to BIG MONEY. I'll show you how to develop a product of your own (you'll make a lot more money and build more long term wealth when you own the content you're selling) and I'll show you how to build a transactional website. Best of all, you'll already know how to drive traffic and convert it (since you learned those skills in Phases 1 and 2) so that once your product and site are done, you'll really be off to the races.