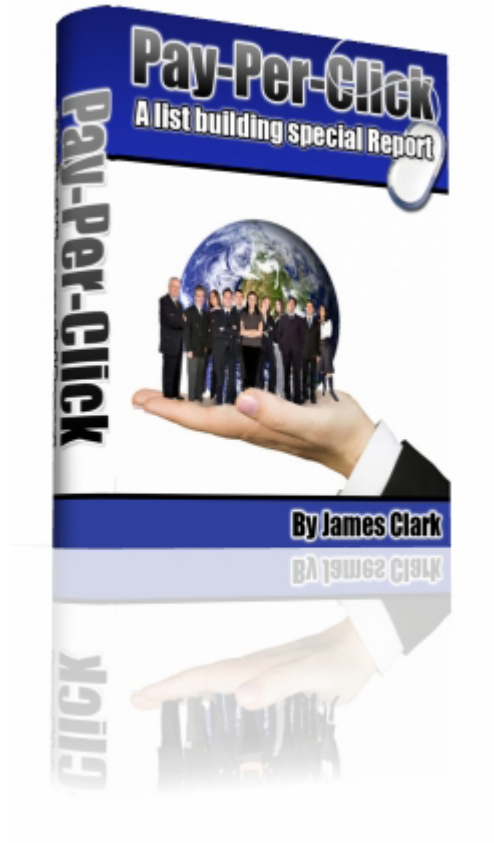


Pay-Per-Click, a List Building Special Report

by James Clark



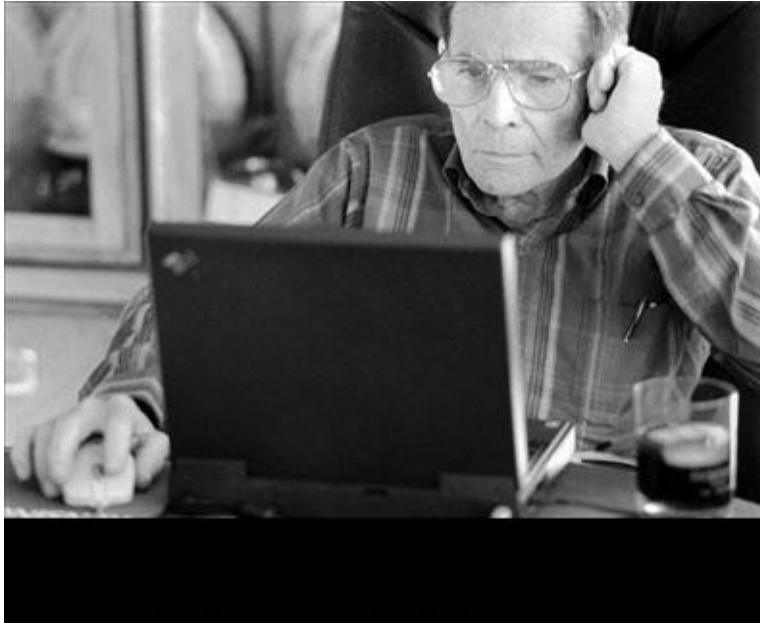
A basic report on PPC Advertising

“Build Your List Using Pay Per Click”

A Special Report

By James Clark of

[ZMG Marketing Group](#)



Before receiving coaching from me for building a list I want to first talk to you about what a list is, and why it's so valuable.

An Opt -in E-mail List is more than just a list of people's Names and E-mail addresses. It's a list of people that chose to receive more emails from you.

The people on your list took their time, trusted you and subscribed to the list.

It's important that you understand the people on your list are people, and not just some data on a list.

Your Opt-In E-mail list is your livelihood **period!**

I want to pass on a message to you that I was educated the hard way. I'm going to try to save you some time and money.

When I first started building my list, I used a service. (Which one is insignificant?) I was so excited! I couldn't wait for the opt-ins to come rolling in, and they did.

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I couldn't wait for the bucks to start rolling in... Two weeks later - No sales a month later - No sales Two months later - Still No sales

I couldn't believe it! I've got this killer squeeze page with an awesome sales letter and this was working for other people.

How come I'm not getting any business? I couldn't believe this was happening to me...

My ideal estimate told me that it was the quality of my visitors, and that next Time I would filter out Hotmail, Yahoo and AOL.

To be honest with you, when I tried filtering that didn't make a difference. I had a couple hotmail addresses myself. I've bought plenty of information and software Online.

Finally, I realized the problem was with my ad itself. Like any ambitious marketer I was aggressive and wanted to increase my list as fast I could.

To tell the truth I forgot about something though, and it was one of the first articles I read about the formula for ads.

Keep in mind here that I'm no spring chicken. I have some 20 plus years in sales and sales management. I was attracting a bunch of "free bee seekers"

The biggest lie ever told was about free stuff. Nothing is free!

I didn't enter the conversation that was going on inside the visitors head. Some Internet Marketers call this a *Qualifier*.

What this means is something useful that can be used to weed out the people that are not serious or are "Just Looking".

They have no intent of taking any action better yet "drunk on information"

My primary concern was to get subscribers and my ad was screaming "FREE" "FREE" if you want to make money on the internet you have to spend money!

Having a bunch of subscribers made me feel good, but it wasn't getting me anywhere. Like a rocking chair. It gives you something to do but doesn't get you any place.

This list will force the "Free Bee Seekers" to keep on surfing;

A small investment

a time requirement

Involves work

Skills needed...

\$9.95 let's them know you expect them to spend money. [Learn More](#)

Google Adwords is simply a method for steering traffic to your landing page and promotions.

You, the advertiser, will design and place advertisements on the Google Adwords Network. Plainly, anytime someone clicks on your ad charges grow. (How much is relative for a few reasons which you will learn about later)

For your ad to appear on the network, you need to specify "keywords" Whenever a user punches in one of your keywords into their Google search bar, your ad will appear somewhere on the Google Ad Network.

From the images below, you can see the adverts that appear under the search term "golf". You can see these adverts on the right hand side of the Google results page and sometimes they appear ABOVE the ordinary listings:

This part of the report is basic and will help those who have no experience with Google Adwords.

Most people who start out with Adwords marketing fail poorly. They go through massive amounts of advertising costs and make little or no money at all.

Eventually, they never try Adwords Marketing again, and never return. They didn't take the time to learn how to use the path correctly.

It is important that you take the time to understand all the main points I am going to cover in this report. Google Adwords is not simple! But, this report can rub out some of the confusing in the beginning, occasionally all of it.

Sponsored Links

[Instant lower Golf Handicap](#)

Improve your own golf swing
First 15 minutes or less today!
www.yourbestgolfswing.com

[Up to 75% off on All brands](#)

Callaway Nike, Ashworth and more
24-hour deliver service to your door
www.yourbestgoldshopdeals.com/us

When someone clicks on one of these ads, the person who is responsible for placing the advert will incur a fee known as the "Cost-Per-Click". This form of advertising is exclusive and it allows for massive profit potential. Not only can you laser target traffic through the choice of keywords, you only have to pay when someone clicks on what you have to offer!

Through this report we will take on task of helping you heighten all your Adwords Campaigns by putting into practice several techniques designed to lower your Cost Per

Click, get your ad HIGHER in the listings (2 to 5 position) plus increasing your Quality Score and step up your Conversions - and other stuff.

These terms may be gibberish to you right now but will become clear soon.

Let's move on swiftly. Again, this is designed for the complete novices so anyone who already has their account set up can skip this part of the report.

You Must Follow Some Simple Rules

Internet Marketing is the Mail Order business as some would call it Direct Marketing that is possible with a copywriter.

If you expect a scholarly work on advertising, stop here.

My income, my standard of living depends bluntly and directly on my capacity to produce results, from the written word.

I sell, or do not sell, or build a list based on one tool alone, my ad.

We believe, as do many other advertising men and women, the mail order business is the greatest copy writing school in the world.

I'm not prepared to say that some of the techniques that you'll read about in this report are not in any other books or articles, because I have not read them all.

But, I think I've read most of them. Can they be used by non-mail-order copywriters as well? Most Assuredly.

So, who am I? This journey started for me as a Publisher Rep for a Prestigious Publishing firm called Penguin Books base out of London England. I worked for this company for ten years.

I travel US and Europe selling to wholesalers and large retail outlets like Borders, and B Dalton to name a couple.

Often I was ordered to write a promotion on books on the backlist that simply were not being order by the shops. The goal was to reduce our inventory in the warehouse.

What a difficult task this was. As a result, I learn How to write a headline and an ad that follows it that will open a new want for the books. These objectives couldn't be meant by following someone else's formula.

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Start By Learning How to Write an Ad

Accept this as the truth, there is a Mystery Formula for writing ads, but this is probably the first thing I would teach if this was a tutorial on Copywriting, but course its not.

However, it is one on the most important things you have to learn. If you learn to this well you can become a millionaire..... Do it poorly, and well you get the idea?

We have rules. They are called "AIDA" It stands for Attention, Interest, Desire, and Action.

Remember this. When I say Ad it can mean any of the following:

1. Your web page is an ad
2. Any classified you put on your web page is a Ad
3. Submission that you do for search Engines
4. Your banners if you use them.....plus a whole lot more.

AIDA is Special Formula that:

- 1) Attract the ATTENTION of your prospect
- 2) INTEREST your prospect in the product
- 3) Cause your prospect to DESIRE the product
- 4) Demand ACTION from the prospect

Never stop thinking about the basic rule of advertising copywriting; If the Ad is not read, it won't produce any sales, if it is not seen, it cannot be read; and if it does not control or capture the attention of the reader, it will not be seen!

There are plenty of tutorials that go in to details about ADIA. I just can't write about any subject unless I start out with the basics.

This is system using adwords to build a laser targeted list of highly responsive buying prospects. But you won't get very far in the campaign if you can't write an ad to drive traffic to your landing page.

On the Internet the rules are continually changing and forces that determine the outcome are also uneven, so no formula works twice.

When you write a solution to a problem that occurred in the past if you change just a small part of the problem you'll need a different formula. That's why memorizing stuff won't make you a successful Internet Marketer

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The Basic Strategy of a Google Adwords

Instant Lower Golf Handicap

Improve your own golf swing
First 15 minutes or less today!
www.yourbestgolfswing.com

Okay let's take a moment and break down the Ad above.

In actuality every time you write you should be thinking of AIDA. Your headline is a bridge between your prospect, and your product or your information.

Here is the Rule: If he or she is aware of the product and realizes the product or information can satisfy a desire then your headline should lead with the product.

This will work! I have broken one of my rules by using Innovation. Why? Because I'm a low handicap golfer, and I know how these guys think. *So, every line is a benefit.* Your keyword should be in the title.

The first Line: Instant Lower Golf Handicap

What is being done here is to stop them dead in their tracks. This is the first thought and it must hold them, so they will read the second thought. Trust me, there is not one golfer in the world that would see the word "Lower Handicap" and not stop and wonder, or in these cases *click*.

The second line: Improve your own golf swing

What we have done is to insert a benefit under the heading. Basically everyone wants to improve their swing, and shoot lower scores? But that is a front. The real reason they want to shoot lower scores is to impress their friends. That's what we mean when say dig deeper.

The third line: First 15 minutes or less today!

Let's get right down to heart of the matter. This is the overwhelming urge that makes advertising work, another benefit! Actually, it would be impossible for any golfer to overlook a chance to click on this ad and see if it's true. Your goal here is get them to click. Don't try to sell that's the job of the Landing Page and Sales page.

The fourth line: [www.yourbestgolf swing.com](http://www.yourbestgolfswing.com)

And finally we have a display domain. For Google Adwords you have two URLs. The one above is for display purposes only. However it must match the destination URL under it. The destination URL must work or the Ad will be suspended.

Example of display: [yourbestgolf swing.com](http://yourbestgolfswing.com)

Example of Destination: <http://www.yourbestgolfswing.com>

Creating gainful ads for Google Adwords Campaigns is not hard if you understand a small number of copywriting intimate secrets.

The initial input to writing advertising is to appreciate the theory of Features and Benefits. Features are qualities of the product or service.

Example: Cruise control on your car is a Feature. It's located on the steering wheel. Personally I don't care where it is. I'm more interest in what it does.

It allows you to remove your feet off the accelerator when you traveling long distances so you arrive rested, a benefit. Also, by maintain a steady rate of speed you burn less gas. Again, Another benefit!

Best words for features are helpful expressions like green, physically powerful, large etc. Benefits tell the customer what's in it for them. Write your ad using the second and third line to insert benefits. However in this case forget about features.

Remember, and please don't forget, the ad above every line is a benefit.

Also, switch them around that is, move the third line to the second line, and move the second line down to the third. Switching back and forth to see what works best.

Here is a sample to use as a guideline. But don't copy this because people will detect it, your creditably then goes out the window:

The following simple formulas can be used over and over to create winning Ads: You can use it for Headlines.

How to _____ and _____

What _____ doesn't want you to know.

Get more _____ for less _____

When you get good at this you'll learn how to put forth a major benefit into a sentence. Edit that sentence until you have a short phrase that will get them to click, because you have conveyed a message that will connect them with a segment of the Market called "[Mass Desire](#)"

Don't use words in your Ad like a, an, on and the.

[Here's a look at those formulas in practice:](#)

How to eat more and not suffer the consequences.

What the gurus don't want you to know.

Get more Information for a fewer dollars.

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Why Start with Google Adwords?

Well it's a matter of respect. Google Adwords is Google's version of Pay-Per-Click advertising. From my perspective the thing about Google Adwords is that you actually get to take advantage of the existing success, and the popularity of the traffic.

Google is known worldwide as the world's best search engine, and a lot of people use it. Every month there are over 200 million searches done online through google.com.

To be honest with you though, I started with Kanoodle. If you feel more comfortable with a small PPC company, be my guest.

Here is a link to them: <http://www.payperclickuniverse.com/index.php>

Pay-Per-Click Advertising is as difficult to explain as Advance Calculus. The word on the street is that it takes 100 clicks to make a sale.

If you make a sale every 100 click you have a 1% conversation rate. If you make 2 sales per one hundred you will have a 2% conversation rate, and so on.

Then obviously if you are selling a product for \$9.97 your highest bid would be \$.09 a click. That is $$.09 \times 100 = \9.00 . So you would make \$.097 or break even.

If you insert some code on the "thank you page" selling some e-books for maybe something like 30 e-books for \$9.95 you have a cushion.

The first e-mail that you receive from us will show you how to do exactly this.

Okay let's take a look at another strategy. If you survey a room full of people and ask them what they want for breakfast, and then you go out and buy it. They are all going to buy from you. This would be like shooting birds in an enclosed room.

In face to face selling it's called the 80/20 rule. 80% of your business comes from 20% of the people. If you lead with a small price product, and then a little up-sell for about \$37.00 and the visitors buy all your products, treat them special.

If your visitors spend a hugely disproportionate amount of money, and you structure your business correctly, that can be a big profit (like 50%)

Ideally, if 5% of the people on your list spend-heavy you can build a business on that alone.

Look I'm not the smartest guy in the world, but I'm not dumbest either. What happened to the Dot Coms? They were spending 200 dollars to sell a \$60.00 product, well you know the rest.

If you have good strategy to work on like I did above, you won't get into to much trouble. What ever you do don't try to copy your past success.

Let's call that "File Cabinet Mediocrity".

Obliviously, not every visitor who comes into your web site is going to pull out his or her credit card, and buy from you. But you have people who will opt-in to receive your free give away.

Conversely, 1 out of every 20 clicks will opt-in. That can start your list.

The trick here is to use "Negative Keywords" what that means is words like "free" with a - in front of it. You ad will not be shown to anyone who types in the word free.

There you have it! The system is this PPC=Squeeze Page=Sales Page.

You can sign up for an Advertiser account with Google or one of the small PPC Search Engines.

Build your Landing Page (Squeeze Page) drive traffic to you Landing Page, and collect email addresses, names.

Sign up for a sequential auto responder account. I use "Aweber". Some others to keep in mind are "[Get Response](#)", "[Email Aces](#)"

Resources:

Before you start any campaign you need to take this course its free, no Opt-in:

<http://www.google.com/adwords/learningcenter/>

I think one of the most important tools that you will need as small business owner:

<http://www.copywriting1.com/copywriting.html>

If you expect to success at PPC advertising one book you must purchase.

"The Definitive Guide to Google AdWords" \$ 49.00 by Perry Marshall here is the link (Not an affiliate Link) <http://www.perrymarshall.com/>

That's all folks. Using the resources above together will set on you way, Good Luck!

- You cannot sell or modify this report
- You can pass it on to others

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For More help in growing your online Business, Visit; [ZMG Marketing Group](#)

Bonus Section:

The question that you should be asking, why start with PPC? The answer is simple. It's the hardest part of the puzzle. You are going to have to learn PPC and Copywriting if you expect to be successful online.

Copywriting, PPC, SEO is too expensive to outsource! The Guys who know what they are doing charge too much, and if they don't charge a lot of money I would think they don't know what they are doing.

The only way you could get me to run any one of the services above is to dig deep into your pockets, so you might as well learn how to do it yourself. While it's fresh on my mind I want to talk about traffic.

Traffic to your web site is not just someone coming to your site. Traffic to me is a visitor reading your sales copy. Let me explain.

Every element that you insert on your sales page is designed to get the visitor to read the first sentence of your copy. Heading, Subheading, Copy, Buying Decision should point to the first sentence.

I want to borrow an idea from my good friend Joseph Sugarman. Copywriting is a mental process of transferring what is in your head on to a web page.

Picture a steep slide at a playground. Now picture somebody putting baby oil and grease along the length of the slide including the side rails.

Now imagine yourself climbing up the ladder, sitting at the top of the slide and letting gravity force you down the side. As you start to slide and build up momentum you can't stop. This is the way your copy must flow. It's called the "[Slippery Slide](#)"

The first sentence is designed to force reading gravity to give them a little push, and once that begins you read the second sentence and the third, it's too late, and you can't stop.

In fact, Joseph and I believe that it's been proven that once you get them to read 25% of your ad it is a good likelihood that they'll read the entire ad.

If you ever get a complaint about your sales copy it should read like this. *"Dear Sir, I rarely read advertisements and when I do I just scan them quickly. I'm a busy scientist. When I started reading your ad, I just wasted five minutes of my valuable time reading the entire thing, and I was so upset. I want to write to you, and complain".*

This is the best compliment you could possibly receive as a copywriter. Yes, to get someone to read your copy who is not interested? Just think about what you could accomplish if they were interested!

So, once they are reading your compelling first sentence, you've got them started down the slippery slide. Maybe you won't sell every one of them but by creating the slippery slide will cause people to "traffic" you ad. That is, go through the entire text.

Appreciate that we are not trying to suggest that this is all you need to know to build a business. But it's a darn good beginning. If I was going to teach a beginning golfer how to play it would be with the short puts first. (The six footers)

Yeah that correct! Golfers are not like other professional athletes, they are very accessible. If you don't believe me send any one of them an e-mail in the broadcast booth right now, and ask they how they got their. I bet they say by missing short puts.

Anyone can take a big swing and move the ball 200 yards, but you have to make the small puts to survive out on tour.

In closing, the guys over a Nitro have a pretty good outline of all the pieces of the puzzle that it takes to build a good online business...

Here is the Link check it out: <http://www.nitroblueprint.com/freecontent/>

Once you have a list you must warm it up, and work it. The people on the list fall into one of three categories.

If you have about "0 to 100" people on your mailing list, you are a beginner. Conversely "800 to 1500" you are intermediate, and if you have "5000" and above you are an Advance Marketer.

The beginner is trying to go vertical, that is obvious. So is the intermediate person. But the Advance person is keeping his or her eyes on what you are up to, all the time.

Remember what ever you do don't get caught up into trying to teach. We have enough experts on the net. Your mission is "Amplify an Effect Advertising Campaign", not educate.

What this Amplification means is for every \$1 spent on advertising can create \$50 or even \$100 in sales. Use it as education at best only one dollar spent on education will result in \$1 in sales.

That's why Claude Hopkins called it Multiplied Salesmanship.

Peace.

P.S... Coming Soon the Keywords Special Report

