

3 Adwords Profit Secrets That Newbies Don't Know

The Extreme Profits Report

<http://AdwordsMogul.com>

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Introduction

Congratulations!

You are now on a brand new path to success. This report will help you understand some basic principles necessary for a successful online business that uses Adwords as a tool for driving traffic.

Many people underestimate how much money they can make using this powerful advertising system.

Either they pay too much because they don't know how get cheaper keywords or

...they don't access the additional profits they could be getting using just a few simple strategies.

If you are ready to take your business to a whole new level... this is your time.

Let's get to it, then!

In your service,

Jean Paul

(Pro Marketing and Google Adwords Consultant)

P.S. If you want a way to make even more money visit

<http://www.AdwordsMogul.com> for a pleasant surprise that will turn your business around!

How to use this report

This report contains simple concepts that are most used by people who are involved with Adwords professionally.

It doesn't contain information on the basic aspects of your Adwords Account.

Since I specialise in Search Advertising, this is what this report is about.

For these tips to work most effectively, please apply them on campaigns that are opted only into Google Search, not the Display Network.

I strongly recommend that you visit the Google Learning Centre for more tips and advice.

You will also find a lot of useful information on my site:

<http://AdwordsMogul.com>

Secret 1

Holy Grail of Adwords – Quality Score

After you read this chapter:

- You will be able to strategically minimize the cost of your clicks
- You will understand the most common reason why your ads may stop running
- You will know how to pay less for a higher position on Adwords
- You will have specific tactics that will immediately improve the performance of your ads and keywords.

This chapter introduces you to one part of Adwords that you will always want to pay attention to.

You may have heard about a concept known as Quality Score. Before I go on to tell you more about it, let me first explain to you why you absolutely need to understand Quality Score.

In fact, after this chapter you may want Quality Score to become your best friend! 😊

When your Quality Score is low, Google may actually stop your ads from running! In fact this the most common reason why many newbie campaigns are stopped.

With a good Quality Score you are assured, for the most part, that your ads will keep running smoothly and without interruption.

When your Quality Score is low, your clicks become extremely expensive. My biggest mistake when I was starting out was the fact that I thought Adwords was all about who could bid the highest. Boy was I wrong!

The irony is that, as your Quality Score increases, Google rewards with at least two things:

- 1) A higher ad position
- 2) Lower Cost Per Click

That's right you end up paying less for a higher position.

Now, with a low Quality Score, you keep getting lower and lower positions.

This usually means getting less clicks on your ads.

When the Google “machine” sees your ad has less clicks it say to itself “Oh, she is not getting loads of clicks. This means users don’t like this ad, I will lower this ad’s/keyword’s position. In fact, if the bid is too low I will stop running her ad altogether”.

On the other hand, with a high Quality Score, your ad goes up. When your ad goes higher up you get more people clicking on it.

This makes Google happy. You are happy too, because you are paying less for more clicks!

To quickly illustrate, when I started out, in my niche I used to pay between \$4 to \$5 dollars per click.

After I learnt the strategies I’m about to show you I started paying between \$0.29 to \$0.50 per click.

That’s 10 times less!

So what is this Quality Score thingy?

The Quality Score is not a “thingy”. It is simply a way for Google to measure how relevant and useful your ad is to Google’s users.

You see, the people at Google are really smart; they know that if your ads are useful and relevant, more people will want to click on them (more money for Google).

In turn when you get more visitors from Google, you will keep advertising with them.

Of course, the more useful the “stuff” on Google is, the more people will keep coming and telling their friends about Google. (By the way, I think the only people, who haven’t of Google are probably those who live in caves, I’m just saying...) 😊

I hope you are getting the point. Google wants everybody (and that includes you and me my friend) to be happy with their service.

Because that's how everybody makes more money.

And that's where Quality Score comes in.

When people click on your ad, it's like they are giving a vote for you to have a higher Quality Score.

So as your number of clicks increases Google rewards you by improving your position and lowering your Cost Per Click.



Geek Alert!

Let's take a look at some definitions:

Quality Score: simply put a measure of how useful and relevant your ad is. Google Adwords "masters" like to refer to it as **Q.S.** for short. It is measured on a scale from 1 to 10(from 1/10 to 10/10).

Cost Per Click: The amount of money you pay per click. Also known as **CPC**.

Max. CPC: The maximum amount you are willing to pay per click.

Impression: Each time your ad is displayed is called an impression. I don't think it has an acronym (**I** maybe...) 😊

Click-through-rate: The percentage of people who click on your ads as compared to the number of people who see it. Or if you like math: $(\text{Number of clicks}/\text{Impressions}) \times 100 = \text{CTR}$. By the way **CTR** is short for Click-through-rate.

Ok, so you now know the most important thing that affects your Quality Score – your Click-through-rate (CTR).

But, there are other things that affect your Quality Score.

Let's take a look:

- Your landing page quality
- Keyword relevancy
- And some other factors (many of them are secret, only Google knows them 😊)

Landing page quality is different from other factors because if your landing page seems irrelevant to Google (i.e. it doesn't contain unique, original content relevant to the keywords you use) you will lose some marks in your Quality Score.

But if your landing page is great your Quality Score remains unaffected!

So, you could say that your landing page quality is kind of a prerequisite to a good Quality Score.

In other words, you don't get rewarded for a great landing page because Google expects it to be good anyway.

I think that makes perfect sense. Why would you want to send users to a "bad" landing page?

Moving on.

Keyword relevancy can increase your quality score. To achieve this, I am about to show you not one but two Ninja Tactics that will increase your Quality Score almost immediately! If it takes longer, it's simply because sometimes Google takes it's time to update Quality Score in all the Adwords accounts .

Ready?

Ninja Tactics:

Ok, let's make this happen! Bring it on!

Ninja Tactic #1 – Divide and conquer!

This tactic reveals how to:

- make sure your ad is only triggered when someone is looking exactly for what you are selling
- avoid spending excess money on irrelevant clicks
- and at the same time increase your Quality Score.

The biggest newbie mistake is to write a couple of ads and put as many keywords in the ad-groups as they can find.

Let me show you how the pros do it:

Let's say you are advertising designer leather pants.

So you write an ad:

[Really cool designer pants](#)

Super smooth original pants shop.

Discount sale. Get yours now!

[example.com](#)

And then you add keywords into the ad group. (By the way don't forget to check out my post on keyword match types(

<http://www.adwordsmogul.com/adwords-keyword-match-type-tutorial>)

So we have these keywords:

Pants

Leather pants

Cool pants

Designer pants

Real leather pants

Designer leather pants

And so on and so forth. Now you may think that all of these keywords are relevant to designer leather pants.

Well, to a degree, they are.

However, there is one major problem. Because you have included the keyword 'pants', for instance, if the user types in "cool yellow cotton pants" your ad will be triggered!

They click on your ad and see your designer leather pants.

As you may expect they quickly hit the back button because this is not what they were looking for!

Unfortunately, you have already paid for the click and there is nothing you can do about it!

How you can avoid this

Here is another, much better version of this ad. Remember what you want to sell is designer leather pants.

[Cool designer leather pants](#)

Original designer leather pants.

Discount sale. Get yours now!

example.com/leather-pants

Then in the keyword list I put in these keywords:

"leather pants"

“designer leather pants”

[leather pants]

[designer leather pants]

If you don't understand what broad match, 'phrase match' and 'exact match' mean please read my post <http://adwordsmogul.com/keyword-matches> .

Newbie trap

Don't write your ads before choosing your keywords. As a pro, what you want to do is to select your keywords first and then write ads that talk about those exact keywords.

Notice that I linked to a page that sells leather pants on my website. So when a user types in any of the keywords in the ad group, sees my ad and clicks on it, he gets exactly what he was looking for – sexy designer leather pants!

When you have very tightly grouped keywords you can now apply...

Ninja Tactic # 2 – “Bold and Beautiful”

Let's take another look at our ad:

[Cool designer leather pants](#)

Original designer leather pants.

Discount sale. Get yours now!

example.com/leather-pants

Let's say somebody types in “leather pants”.

When my ad shows this is how it will appear:

[Cool designer leather pants](#)

Original designer **leather pants**.

Discount sale. Get yours now!

example.com/leather-pants

Can you see what happened? (as a true ninja you probably did) 😊

Each time “leather pants” appears in my ad Google shows this keyword in **bold** (and beautiful 😊).

This makes my ad stand out and the user can see that I have got exactly what she wants!

Plus, my ad now shows that it is highly relevant to my keywords. This means... a higher Quality Score!

And a higher Quality Score means I pay less for each click! Isn't that great?!

Now, if users find my ad really attractive and they click on the ad more often my Quality Score gets even better!

All you have to do is:

1. Include the keyword in the headline
2. Include the keyword in the ad text
3. Include the keyword in the destination URL

Newbie trap!

This tactic will definitely improve your ad's performance. But your work is not done yet!

Since your click through rate (CTR) is the most important factor when calculating your Quality Score make sure you keep making your ad as attractive to users as you can, to make sure they keep clicking on it!

In other words, remember: Your CTR goes down → Your Q.S. goes down!

Check the quality score for your keywords!

It is very easy to find out the quality score for your keywords

1. Log into your Adwords account.
2. Click on the Campaigns Tab
3. Click on the Keywords Tab
4. Next to each keyword you will see a little icon.
5. Hover over one of those icons and you will see the Quality Score for that keyword

To quickly improve your campaign:

1. Go into your Adwords account
2. Look through your ad groups and see how you can make your keywords even tighter.

Newbie trap

Some of your keywords may already have a high quality score in the beginning. That's good, however you must still link to directly related landing pages. Why?

Because when people come to your site and they don't immediately see the specific thing they searched for, they will probably leave and never come back!

We are about to look at another Adwords Profit Secret.

Let's quickly remind ourselves of what we've learnt so far:

- Quality Score can make or break your campaign
- Quality Score is simply a measure of how relevant and useful your ad is to Google's users.
- The higher your click-through-rate (CTR) the higher your quality score
- In order not to lose Quality Score you must have a high quality landing page
- Your keywords must be tightly grouped.
- It is best to choose your keywords first and then write the ads.
- Ninjas sometimes like to wear leather pants.

If you have a question about Quality Score, please write to

jeanpaul@adwordsmogul.com

Now let's learn Adwords Secret Number 2...

Secret 2

Power Bidding Strategy

After you finish this chapter:

- You will understand how to be a powerful bidder on Adwords
- You will understand how certain people and big websites can afford to pay high amounts for clicks (and how you can do it too!)
 - You will learn how to estimate exactly how much you should bid
- You will learn how to avoid losing money on Adwords (cut your losses!)

Why must I learn the Power Bidding Strategy?

First of all, if you don't you will probably keep going round in circles. You will keep putting money in and not getting anything back for it.

Except a huge debt of course.

When you do understand this strategy, you will only put in what you expect to get back. I will show how to do that in a bit.

People who don't know how to bid are losing a great opportunity to make more money. You have to be a Power Bidder – Adwords is not a game for little girls(or little boys, for that matter).

Power Bidding Strategy is...

... simply a system that allows you to know how much to bid, when to bid and when to cut your losses. Kind of like investing in stock.

Now, any time you invest everybody will try to lie to you. But there is only one thing you can trust...

You can only trust the numbers!

So this means, we will have to look at numbers as the true indicator of what is going on in our Adwords Campaign.

The strategy you are about to learn is on two levels. We will look at the basic level first and then at the more advanced one.

I have also provided a free Power Bidding Calculator on my blog:

<http://AdwordsMogul.com/adwords-power-bidding-calculator>

I have to upfront with you about this.

I would like to paint a pretty picture here but my conscience won't allow me.

Even though Adwords is accessible to everyone, it is not for the faint of heart.

You have to be willing to take a risk and you have to be able to stick with it. Adwords is not a quick and easy way to make money – it is simply another tool you can use for your business.

It is absolutely essential that you pay attention to what I am telling you here if you don't want to join the ranks of those who underestimated the value of having a bidding strategy!

Here is how regular people bid on Adwords:

They have a bunch of keywords and they want to make money from them. They write some ads, and of course they don't know anything about Quality Score.

Then they pay as much as it takes to get to the number one position. They spend quite a bit of money on that, and guess what? They don't even know whether or not the campaign is working or not!

They kind of hoped that they would setup the campaigns and ads, put some keywords and wait for the money to start rolling in.

Well, that's a very quick way to max out all your credit cards.

On the other hand...

...here is how a Power Bidder would do it.

Step 1

The main difference is that he would look at several factors before even going to Adwords.

First of all he would look at how much customers spend with him on the average.

Let's say he sells guitars on his website. So he knows that usually a customer buys a guitar and some accessories.

The total order amounts to \$500 on the average.

The product costs him \$300 to acquire so his profit is $\$500 - \$300 = \$200$.

In other words 1 customer makes him \$200.

Now, let's say that out of every 200 people who come to his website three of them buy.



Geek alert!

Conversion rate: This is the percentage of people who actually buy after visiting your website.

The formula for Adwords conversion rate is:

$$\text{Conversion rate} = \text{Number of buyers} / \text{Number of clicks}$$

This means his conversion rate is $(3/200) = 1.5/100$ or 1.5% .

In other words out of 100 visitors, 1.5 of them buy.

We already established that 1 customer = \$200 of profit. Therefore 1.5 customers = \$300 ($1.5 \times \200).

Step 2

At this point it becomes very easy to calculate our bid.

Now, we know that at this stage our online guitar shop brings us a profit of \$300 per 100(hundred) visitors.

We proceed to calculate how much we spend per visitor.

So now we get: $\$300/100 = \3 per visitor.

Can you see it now?

This means that to break even we can bid a maximum of \$3 per click!

Newbie trap!

Don't make the mistake of calculating your bid using the price of your product.

Always calculate the profit first and then calculate your bid – like a true Power Bidder!

At this point, we can see that if we want to make a profit we have to bid less than \$3 dollars per click.

Remember!

1. Always make sure that you have created the most relevant and attractive ad first before you make your campaigns go live.
2. Only then are you in a good position to bid and make money from it.
3. If your cost per conversion is higher than your profit you have to adjust your strategy. You can
 - a. Cut your losses and get out of the game
 - b. Improve your Quality Score so that you pay less for your clicks
 - c. Improve your landing pages so that you get more conversions
 - d. Find a way to increase your profit margin
 - e. Restructure your business so that the higher cost per click actually puts you at an advantage over your competitors. Read on to understand this better.

**How come some people and big sites can afford very high costs per click?
Do they make that much profit from each visitor?**

Well, yes and no.

Some of them may make quite a bit almost immediately.

Others look at yet another, crucial number.

And this winning number is...

A customer's lifetime value!

This is how it works:

1. They know that if they provide a good service in the beginning, many customers will come back for more.
2. They set up their business in a way that allows them to sell to customers multiple times instead of just once.
3. They constantly keep track of what each of the customers spends over time and base their bid on that.

For example:

Our guitar buyer may also be interested in other guitar related products.

As he becomes a more advanced player he will want more advanced (read: more expensive) products.

If we track his purchases we will see that in a year he spends, on the average another \$1000 dollars with us. Very often, premium products have a very high profit margin. Let's say in this case it's \$500 dollars of extra profit.

So a business setup this way can afford to bid more than the \$3 we just calculated.

Even if they bid \$5 and seemingly make a loss on the first sale, they still end up making a huge profit because the visitor comes back to buy more stuff from them!

Let's look at these new numbers:

In the first calculation we arrived at a profit of \$300 per hundred visitors.

Our conversion rate was 1.5%.

With a business setup for multiple purchases, a visitor spends an additional \$1000 with us.

We agreed that this \$1000 brings us a profit of \$500 since it is a premium product with a high mark-up.

Therefore 1 person who buys = additional \$500 of profit.

Since out of every hundred visitors 1.5 people buy from our site:

Our profit becomes $1.5 \times \$500 = \$750!$

Our maximum bid is: $\$750 / 100 = \7.50

So even if our advertising costs us \$5 per click we still end up with \$250 in our pocket for each hundred visitors!

Or in numbers terms:

Cost of Adwords = $\$5(\text{CPC}) \times 100 \text{ visitors} = \500

Our profit per 100 visitors (at 1.5% conversion rate) = \$750 (before advertising)

Final profit: = $\$750 - \$500 = \$250.$

See?! And that's what I call Advanced Power Bidding!

Ninja Tactics: 

Fortunately, Google has made it easy for us to see how much money it costs us to make each sale. It is crucial that you don't even let your campaign go live until you've done this:

Tactic # 1

Install Conversion Tracking



Geek Alert!

Conversion: every time someone buys or signs up for a newsletter etc. on your site, it's called a conversion.

Conversion tracking: It is a simple (and FREE!) to use tool that lets you know any time somebody buys something from you or signs up for your newsletter etc. As a direct result of clicking on your ad.

This allows you to quickly see how much it costs you to get one conversion.

Also, it helps you to understand whether or not your Adwords campaign is bringing you the desired results.

To install conversion tracking:

You can download a free guide from Google that will give you step by step instructions, depending on your website type.

Here is the link:

http://www.google.com/adwords/select/library/contracking_jan05.pdf

Ninja Tactic #2

A huge part of your Adwords strategy is observing and analysing your results.

After you have installed conversion tracking, allow between 200 – 500 clicks, depending on your budget.

This should give you a good idea of your conversion rates.

Then you can adjust your bids – for instance you can reducing them slightly in order to increase your profit.

What if my ads are not converting?

If you are not getting many conversions from your ad, chances are that your landing pages don't appeal to your visitors. There could be many reason for that, which are beyond the scope of this report.

It is also possible that your landing page doesn't exactly match what your ad promises. This may happen if you direct your visitors to your homepage, instead to a specific page that deals with the product advertised in the ad.

Ninja Tactic #3

Use your free Power Bidding Calculator to help you find a perfect bid for your ads.

Just follow this link:

<http://AdwordsMogul.com/adwords-power-bidding-calculator>

At this point:

- You know how much to bid for each of your keywords
- You also understand why some companies can afford very high bids
- You will avoid the trap of bidding blindly simply to get to number 1!
- You have installed conversion tracking to help you quickly see the results of your Adwords Campaign.

Great! For the Grand Finale let's look at the last Adwords Profit Secret:

Secret 3

The Money River Principle

This is a concept I developed to illustrate the importance of building a successful online business.

Applying this principle prevents you from having to constantly struggle with making money online.

Imagine for a moment that your business or website is a river. And this river flows into the sea (your bank account)

Your Adwords campaign is like a stream that flows into a river. And with it, it brings you a whole bunch of... horses.

Now, you have probably heard of the old proverb:

“You can force a horse to the river, but you can’t force it to drink.”

And this is very true for your Adwords campaign.

Even if you have lots of great ads, with high quality score and a great click-through-rate, this only brings the horses to the river!

My greatest online discovery

Here is where it gets really good. You may spend a lot of time, trying to become really good at “convincing” horses to drink from your river.

This may work, but only to a very limited degree. By the way, most people are frustrated in life because they keep trying to “force horses to drink”.

Stay with me, it will all full circle in a moment.

I know this may sound a bit harsh to some people but it’s still true:

We sometimes keep doing same things, the same way, over and over again, knowing they didn't work the past 100 times.

We want other people to be excited about our online business when we know they neither care nor get it – the only thing that will ever make sense to them is a big fat check. Even though, to be honest, they still won't really care how you made all this money.

We sometimes try to convince others to be in relationships with us when we know deep inside they really don't want to.

Well, instead why don't we do this:

Try a different strategy.

Instead of talking so much about what we want to, let's actually get down to doing it.

And why don't we find somebody who really is interested in us and appreciates us for our worth.

How does this apply to your online business?

Well, it's simple:

“Instead of trying to make every horse drink from your river, start looking for thirsty horses!”

Now, a thirsty horse will gallop to your river at a very high speed when he hears about it.

Have you tried stopping a thirsty horse from drinking?

Now, there are some online niches that have more thirsty horses than others.

You can generally put those niches into three categories:

- Making money and marketing related products
- Relationships, parenting and dating

- Health and fitness, weight loss etc.

The truth is usually it's easier to find customers in the above mentioned areas.

Therefore you are more likely to make money from them, faster.

It's just a hard truth.

But you can do this in every niche!

People are never satisfied with their lives.

And whatever your niche is, your customers are looking for something.

What you want to do is to find out what their biggest problem or challenge is (what they thirst for) and let them know how to get it.

We often have a tendency to sell what we want people to buy. Let me say this again.

We have a tendency to sell what we want people to buy.

But instead, why don't we start selling what they are already looking for?

Have you taken time to really drill down what your customers want?

Most people are always looking for new places to spend money!

One thing you have to understand is that people want to spend money and they want to buy things.

They anxiously wait for their next pay check or their new credit card just so that they can spend some more money.

But they want to spend it on things they consider valuable. They want to buy what they believe is the right thing for them to buy.

So your job is to find out what they want from your product and sell them that.

Package your product in a way that shows them how their lives will be better, more fun, more interesting, sexier or easier by using your product.

And they will thank you for it!

So the question is:

Do your customers think your business helps them or do they think you're just out to get their money?

Are you selling them to proverbial drill (your product) or are you selling them the hole(the result they are after).

The “horses” must trust you

You can't get someone to give you money for your product if they don't trust you.

They won't buy your stuff if they think you are going not going to be there if something goes wrong.

So to keep your Money River flowing you have to create a relationship with your customers.

Otherwise you will just be a little stream and may quickly dry out. 😊

In fact this strategy is so powerful that many businesses simply use their Adwords campaigns to build a mailing list!

Then they have hundreds , thousands of people to whom they can sell, for a long time.

This way the value of each click they get from Adwords becomes so much greater.

Contrast this with someone who sells only once and never sees that customer again!

If you forget anything else you read in this report remember this:

“Repeat business is repeat money in your pocket”.

Whew, all right!

Let’s look at some ninja tactics that allow you to take advantage of the Money River Principle.

Ninja Tactics: 

Tactic # 1

Make sure you build your mailing list. I strongly recommend <http://aweber.com/> . They are the best in the world when it comes to mailing list management.

Apart from an excellent service they also offer a lot free tutorial on how to get the best out of your mailing list

At the moment of writing it costs only \$1 for you first month.

Tactic #2

Make a list of the things you want to sell. Compare that to what your customers really want to buy.

Don’t worry if your customer’s wants seem unrealistic. They don’t know as much as you do – that’s why they come to you.

By addressing what the problems they perceive you will be able to gain their trust. This will give you a chance to offer them exactly what you know they need.

Tactic #3

You may know this already, but it’s still worth repeating:

Always offer an incentive to join your mailing list. Don’t just put “Insert your email to receive our newsletter”. Not that you would. 😊

If you sell a service give them a free report that helps them solve one of their problems.

If you sell leather pants give them weekly discount codes so that they keep coming back for more.

Tactic #4

Apply these strategies offline as well! Most people hardly get anyone to give them anything valuable.

Plus, often people will be more eager to give you their email addresses when they talk to you in person!

Just before we part ways...

At this point:

- You understand that people are looking for places to spend money
- Your business is a perfect place for them to spend their money – you just have to show them how
 - Certain online niches have more demand for services than others
 - To multiply the value of each click create a relationship with your customers using tools like a mailing list
 - You don't have to force a thirsty horse to drink!

And finally...

**How You can Make Even
More Money...**

Thank you, for taking time out to read this report. I hope you have already started benefitting from the techniques you have learnt from this book.

If you are looking for a very powerful way to improve your campaigns and make more money from your website I present you:

www.AdwordsMogul.com

Visit the site now and book your **free**, no obligation 25 min **profit boosting** consultation.

I will personally help you to:

- **Reduce your advertising costs** (it's easier than you think)
- **Increase your profits** (there are landing pages secrets you should know)
- **Find areas where you could quickly make even more money and higher profits** (you could be missing out on opportunities you are already paying for!)

Do it now! Your money is calling for you...

In your service,

Jean Paul

<http://AdwordsMogul.com>