

Google Cash

How to earn thousands writing Google AdWords part-time



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To receive additional tips and info make sure to add yourself to the subscriber list for our free newsletter 'Google Tips', by sending a blank email to: newsletter@googlecash.com

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Introduction

Congratulations and welcome to “Google Cash!”

You are on your way to earning thousands right from the comfort of your own home. Upon completing this eBook, you will know how to select Affiliate Programs that will be successful, and how to write Google AdWords that will promote these lucrative Programs.

Here’s all you need to get started:

- Google Cash
- A computer with access to the Internet
- A credit card to bid on Google Adwords
- A Bank Account for depositing your commissions
- A few hours of time

Print out the eBook and keep it next to you to follow and to write notes on. You should read through it once quickly so you can get the big picture before you begin.

Then, get comfortable by your computer. You'll be on the Internet a lot. In each section you'll be provided with links to sites that you will visit regularly. You will be given detailed instructions on utilizing these services. Spend time on each site mastering these instructions.

Note:

If you would like to read some tips on using Adobe Acrobat Reader to read this eBook, [Click Here](#).

When reading, make sure that you are connected to the Internet so that

you can follow the eBook links. To follow a link in this PDF file, move your cursor over the link and click. You can also find all of the links on the Resource Website. This site also contains many informative eBooks and tools that are available to you at no cost.

<http://www.GoogleCash.com/priv/resources>

Before setting up your own programs, you should read and understand all of the examples. As you read, you may be tempted to jump ahead and start on a program immediately. This is understandable because it is exciting stuff, but be patient. Read the entire book, and then **Go for It!**

Let's get started.

Overview

Welcome to the lucrative world of Affiliate Marketing. In Affiliate Marketing a company pays an affiliate (you) to generate sales from a button, banner, or link placed on your website, newsletter, e-mail or pay per click ad.

There are thousands of companies in hundreds of industries that will pay commissions to you for leads, registrations or sales.

It is extremely easy to become an affiliate. There are several large Affiliate Program Providers (APPs). APPs serve as go-betweens for companies and affiliates. For you as an affiliate, these APPs provide a valuable service. They collect payment from the merchants and consolidate affiliate reporting and payments.

An APP brings companies and affiliates together to form partnerships. A partnership works like this: the affiliate places links to the merchant on their website, newsletter, emails, or Pay per Click ads such as Google AdWords. When a potential customer clicks through the link they are sent to a specified page of the merchant's site. When they complete the action desired by the merchant (fill out a form, buy something, etc.) the affiliate is compensated. The APP facilitates all aspects of the partnership and tracks all elements of the transaction.

Joining an APP is totally free and there are no personal purchase requirements. You just fill out a form. In some cases, applying affiliates must wait a few days for approval, but usually acceptance is automatic.

The top five APPs are: Commission Junction (CJ), Clickbank, Linkshare, BeFree, and Performics.

CJ is the largest of these Providers and manages the network, tracking and reporting on activity in real time, as well as handling monthly commission payments. CJ tracks billions of affiliate link impressions each month. CJ's clients include leading online marketers: eBay, Capital One, NextCard, and The New York Times Home Delivery.

Every month Commission Junction either sends you a check or deposits your commission directly into your bank account according to your preference.

Because affiliates are so beneficial to merchants many new merchants join CJ and other Affiliate Program Providers every week.

Affiliate Programs are the ideal way to make money quickly and easily online. (No need to come up with your own product or concern yourself with any of the hassles or headaches involved in actually stocking, selling or distributing a product). Just figure out a clever way to promote the product or service effectively and then sit back and collect your monthly commission checks. Or, better yet, have them deposited directly into your bank account.

Here is the clever and easy way to promote products and services:

More than 200 million times a day people use Google and its partner sites to find what they are looking for.

Google AdWords Select is a Pay Per Click (PPC) advertising system maintained by Google. If you use Google you have probably seen the AdWords. They appear as little text ads next to search results on Google.



They also appear on AOL, Ask Jeeves, Earthlink, Teoma, Sympatico, and many other search engines.

Content-Targeted Advertising service is Google's latest addition to AdWords. It displays AdWords ads on web content pages related to your chosen keywords. This provides broader exposure and greater reach for your AdWords campaign. Not only will the AdWords show on Google searches and on the search results of their partners, but also on other websites such as HowStuffWorks, Weather Underground, and Blogger.

With Google AdWords you create your own ads. You choose keywords which tell Google where to show your ads. You only pay when someone clicks on them. You have total control over every aspect of your campaign. Real-time online reporting tells you what's working. You can put limits on daily spending. Changes are free and instant.

The Google AdWord system works differently than a traditional Pay Per Click service. AdWords ads are ranked based on a formula of the Cost Per Click **and** the Click Through Rate (CTR), which enables an ads rank to improve without increasing the cost. The better your CTR, the higher up on the screen your ad will be placed. This is advantageous to you, because your ads are more visible to the customer. Therefore, you get more clicks.

Initially this system may be a little confusing, but once you master it, it is very effective. As your ad's CTR improves, its ranking in the search results also improves at no additional cost.

Here is an overview of the process:

You write small Google AdWords promoting companies, products and services. In your AdWords is a link that, when clicked, takes the user to the product or service that you are promoting. Your Affiliate ID is passed along with it. When the customer that clicked through your ad buys something on the site, or fills out a registration form, then you receive a commission. If the customer did not buy at that time, no need to fret, many merchant sites place a "cookie" on the customer's computer for a certain period (such as 180 days). That means that, within the next 6 months, anytime the customer goes back to the site and buys or registers, you get a commission.

In the past, to be successful in Affiliate Marketing it took considerable time and money. Typically, it took 6 months from concept before you received any commissions. Once you had an idea the next steps were to register a URL, build your website, and pay to have your website hosted. Then you had to spend a lot of time and money to get listed in the Search Engines and on other marketing efforts (not to mention the time spent maintaining your website).

Now, with my concepts you can start earning money immediately without having to build a website. Once you've found a very successful program you may want to build a quick webpage to get even more profits, but it's not necessary to begin receiving commissions (You'll read more about this later on).

Here is how the process works:

1. Find a product that you want to promote (Step #2 on p. 38). For example, I found an Online Casino affiliate program that pays \$40 per registration.
2. Join the Affiliate Program and get the link with your Affiliate ID embedded in it (Step #3, p. 48).
3. Next, make a list of keywords that people would likely consider when searching for that product or service. (See the techniques discussed in Step #4, p. 50).
4. Write some effective ads for Google AdWords (More on this in Step #5, p. 59).
5. Log in to your Google AdWords account and submit some ads with their corresponding keywords. Put the link with your affiliate ID in it into the destination URL field, and put a bid in for the keywords on your list at 5 cents each (Plenty more on this in Step#6, p. 65).

The above casino example generates about 600 clicks (visitors) each week from the Google AdWords at a cost of \$50 and generates at least 3 Casino registrations each week. That typically brings in \$280 of profit a month for something that took 10 minutes to setup. And some months are much better.

Sounds pretty easy right?

Being an affiliate is an easy way to make money. You guide customers to the product or service they want, the merchant provides the product or service, and you simply collect the commissions!

Step by Step Examples of Profitable Campaigns

In this Section, I would like to familiarize you with some of my profitable campaigns to illustrate what the process looks like from conception to profitability.

I will give you step by step examples of some of my successful campaigns. You can follow along here and simultaneously review them online.

Don't worry if you don't understand all of the concepts right away. I cover everything in greater detail later on.

The first example is an extremely simple program that I created. It consistently made around \$350 a month in profit. This is a quick program that only took a few minutes to setup. It is a very small program with relatively small profits compared to my other campaigns. Things get much better! I am showing you a simple example to introduce you to the concepts.

Example 1 – www.ebay.com

I often buy and sell items on eBay. While on their site, I noticed that eBay.com offers \$5 per registration to their affiliates, and \$.05 for any bid coming from your affiliate link.

In other words, an affiliate earns a \$5 commission when someone fills out a free registration form. That sounded great!

I next conducted a search with the free [Overture Keyword Suggestion Tool](#). This tool tells you how many times a keyword or phrase was searched for on Overture's Search Engines during the previous month. This is useful in determining the popularity of particular keywords and particular markets.

Google does not have this tool. Therefore Overture's estimates can be applied to searches, for the same keyword, on Google's Search Engines fairly accurately.

I searched for the keyword: *ebay*. See the partial results below:

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)

ebay

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

Searches done in March 2003

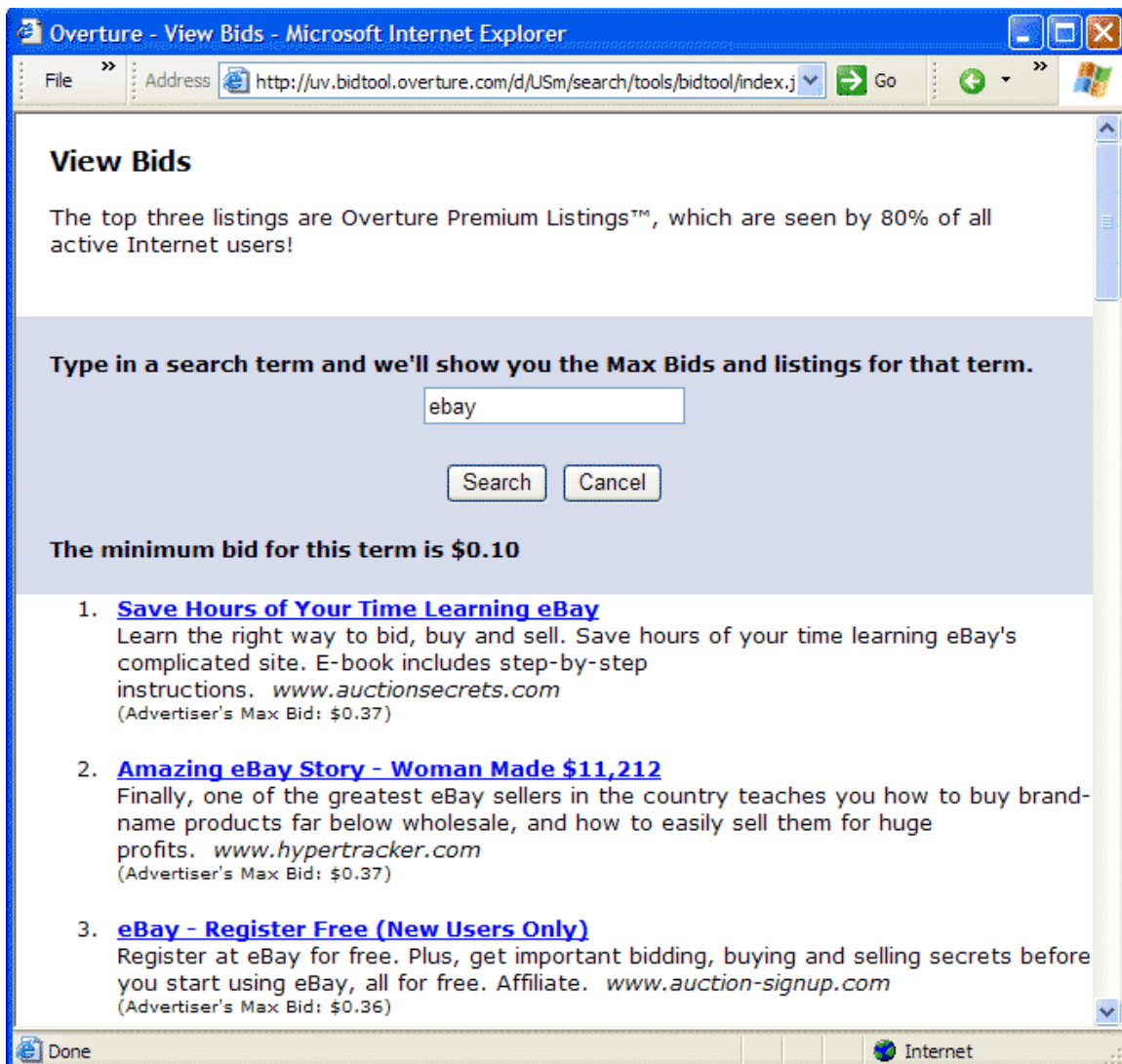
Count	Search Term
8080961	ebay
189355	ebay motor
89579	ebay auction
28183	canada ebay
17399	ebay com
15762	ebay uk
14463	ebay online auction
11329	ebay motors.com
9483	ebay auto

According to Overture, the keyword: *ebay* was searched for: 8,080,961 times during March 2003 on Overture's and their partner's search engines.

There are rumors on the Net that Overture slightly inflates its numbers because Overture wants advertisers to bid on their search terms. Even if that number is not 100 percent accurate, it is probably a good estimate as to the number of times a particular keyword is searched for on **all** search engines.

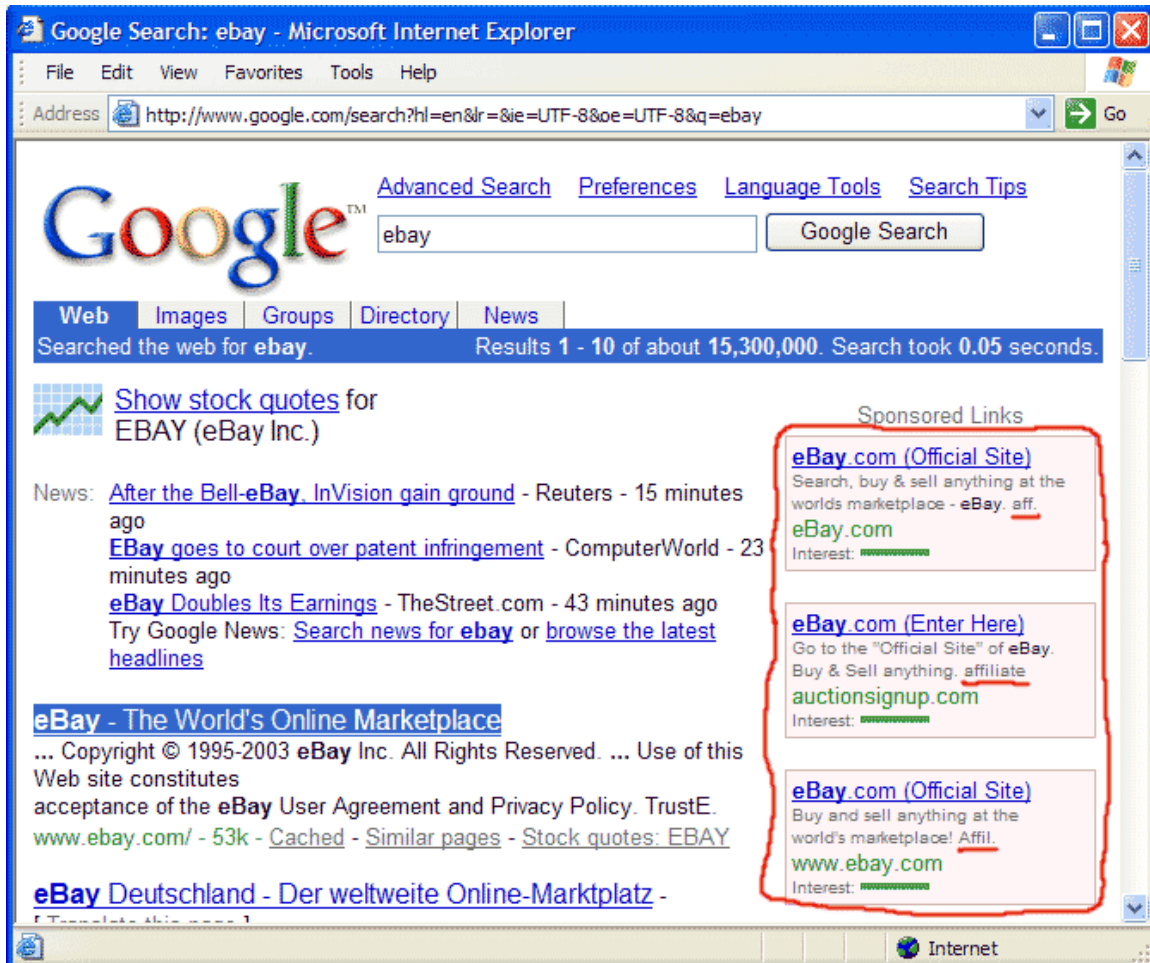
Next I used [Overture's Maxbid Tool](#) to see how much money advertisers are willing to pay, per click, through their ad for the keyword: *ebay*.

There were many ads, with the top three putting in a bid of 37, 37 and 36 cents per click. See the screen shot on the following page:



With prices as high as 37 cents a click, I concluded that the keyword *ebay* had too much competition to be profitable. The next step confirmed this.

I went to www.google.com and typed in the keyword: *ebay* – see below:



There were several AdWords for the keyword *ebay* (A total of six ads at the time). As you can see from these ads, all are from affiliates. This is indicated by “Affiliate” or “Affil” or “aff.” after the ad text and is underlined in red in my example above.

None of these Affiliates have their own website. They simply place AdWord Ads and put their Affiliate ID in the URL. When someone clicks on the ad, it sends them straight to eBay, where the affiliate's ID is recorded on the server. When the user registers with eBay, the Affiliate receives \$5 in commissions.

As indicated, the market is already saturated for the keyword *ebay*, thus the Cost Per Click (CPC) rate would be high. Therefore, I did not consider it profitable to create an ad for the keyword: *ebay*.

Note:

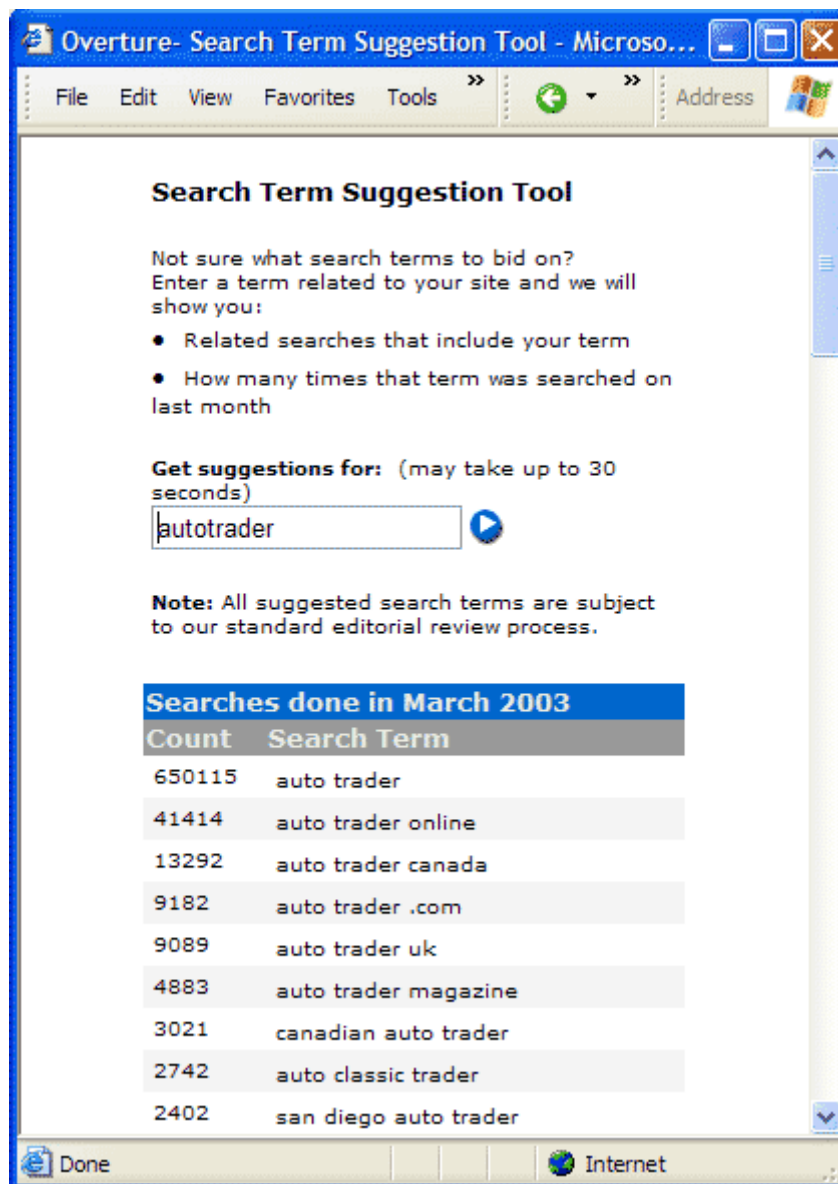
With Google AdWords, you place small text ads for specific keywords. You determine how much you are willing to pay per click through. The more you pay, the higher up on the screen of results your ad is displayed. With all things equal, if several competitors are willing to pay 35 cents a click and you are only willing to pay 5 cents a click, then you will be at the bottom.

Fortunately, few advertisers do thorough keyword research. This means, that you can usually find many keywords that still have few or no bids.

The CPC is not the only factor that determines your ad's rank. The rank is also based on a proprietary formula that weighs Cost Per Click against Click Through Rate. So a lower bidder could potentially get a higher position, if they had a better ad that received a higher CTR. Google uses this system so that the most relevant results are the most prominently displayed.

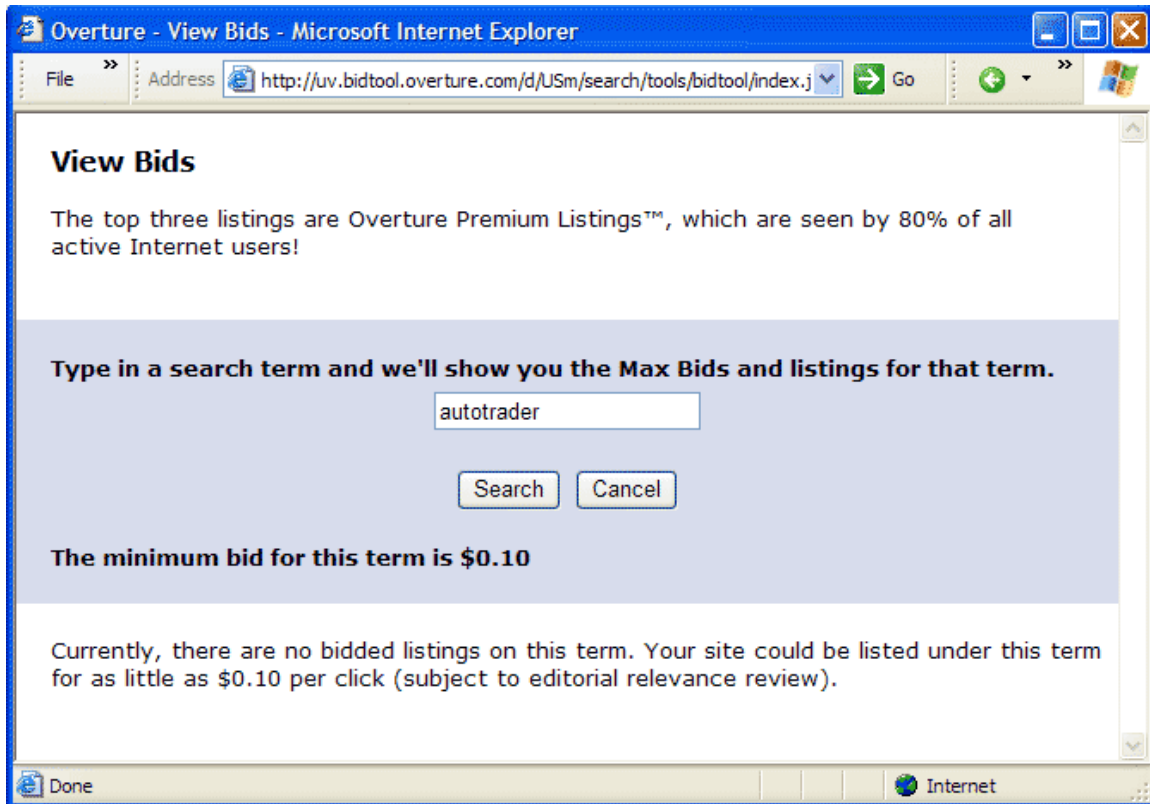
I next asked myself, "What are other keywords that people would search for relating to eBay, besides just the keyword *ebay*?"

This led me to words related to cars. I have sold several cars on eBay and have really liked how well it worked. The first time I tried to sell a car; I didn't think I could do it, but it was easy, fast and inexpensive. I was hooked. I figured that other people would like it too. I had previously used the magazine *Autotrader* and its website to sell vehicles. So I did a search for the keyword: *autotrader* on Overtures Suggestion Tool as indicated below:



There were 650,115 searches for the keyword *autotrader* for Mar 2003.

Next, I checked the Overture Maxbid Tool for the keyword *autotrader*:



Wow, no bidded listings. That looked like good news!

Then, I went to Google and searched for *autotrader*.

There were no AdWords for the keyword *autotrader*. That was even better news!

I was able to determine that there were 650,115 searches for the keyword *autotrader* during the previous month; and no Overture Ads or Google AdWords for the keyword *autotrader*.

I concluded that this could be a profitable market. My next step was to become an affiliate of eBay. This was free and easy and took only 5 minutes. I went to eBay's site and looked for information about their affiliate program. I found it easily. At the bottom of eBay's home page I found their "Affiliate Program" link. Upon following that link, I learned that eBay uses two different Affiliate Program Providers for their affiliate program – BeFree and Commission Junction.

At this point I was already a member of CJ. (You'll see in Step #1, p.32 how easy it is to become a member without cost).

I next logged into my CJ account and clicked on "Get Links". There, I found eBay.com from the list of advertisers. Before I could get the links I was prompted to join eBay's affiliate program. I clicked on "Join Program". A pop up window automatically told me that I was accepted for the program. Ebay automatically accepts all publishers (CJ calls their affiliates, Publishers and their merchants, Advertisers). I also got an email from eBay welcoming me to their Affiliate Program.

I was now an eBay affiliate. Still in CJ, I then clicked again on "Get Links". Now that I was a member of eBay's Affiliate Program, a window popped up that provided me the URL to use with my Affiliate ID embedded in it.

<http://www.qksrv.net/click-1234548-5463217?loc=http%3A//pages.ebay.com/ebaymotors/>

I copied and pasted that URL link into Notepad and saved it as a text document called ebaylinkcode.txt. This link, when clicked on, opens:

www.ebaymotors.com.

Note:

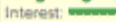
Behind the scenes this URL passes through Commission Junction and inserts my affiliate ID into eBay's system. That means that when a customer clicks on my link and registers, I receive the commission. This happens without the user even knowing. As far as the web surfer is concerned, he or she went straight to eBay Motors.

I was now an eBay Affiliate through Commission Junction and I had the URL with my Affiliate ID in it.

In about 5minutes I set up a Google AdWords Ad. (I'll show you how to setup these ads later in Step #6 on p. 65)

Ad Group #1 [Pause Ad Group](#) - [Delete Ad Group](#)

Sample ad:

Better than auto trader
Wide variety of widgets.
Check out our special deals.
widgets.google.com
Interest: 

Headline (maximum 25 characters)


Description line 1 (maximum 35 characters)

Description line 2 (maximum 35 characters)

Display URL (maximum 35 characters)

Destination URL (maximum 1024 characters)

Your ad will link users to this URL, which may differ from the above "Display URL" if you choose. URL should not generate pop-ups, and should allow one click return to Google using the browser's back button.

Better than auto trader
Ebay Motors - register now for free
Buying or Selling a car? It works
pages.ebay.com/ebaymotors/
Interest: 

Estimated clickthrough rate: 1.7%

[Edit](#) - [Delete](#)

For the Headline I wrote: Better than auto trader

For Description Line 1: Ebay Motors – register now for free

For Description Line 2: Buying or selling a car? It works.

In the Display URL field, I put: pages.ebay.com/ebaymotors (use the URL of the site the customer is directed to when he or she clicks on the link).

In the Destination URL field I put: <http://www.qksrv.net/click-1234548-5463217?loc=http%3A//pages.ebay.com/ebaymotors/>

Again, this is the link that Commission Junction provided me for eBay. Remember, this link takes the customer “directly” to the eBay website (<http://pages.ebay.com/ebaymotors> and provides CJ with my unique Affiliate ID. This ensures that I receive the commission.

Because there were no other Google ads, I bid the least amount which is 5 cents per click. As the only ad, I was placed in the number one Ad position for only 5 cents per click. In the beginning, I set my daily budget limit at \$5. This allowed me to test the results for a couple of days without risking more than \$10. If it turned out to be profitable, I would increase the daily budget limit to get as much traffic as possible.

Note:

The “daily budget limit” allows you to have tight control of your ad campaigns and to avoid being surprised by a large bill. You set your own “daily budget limit”. Once you reach this limit your ad is no longer displayed. The following day, your ad will re-appear and remain until your “daily budget limit” is reached.

The next day I checked my statistics on Google AdWords and at Commission Junction. See the following screen shots:

Ad Group #1 [Pause Ad Group](#) - [Delete Ad Group](#)

[Create New Ad](#)

Better than auto trader
 Ebay Motors - register now for free
 Buying or Selling a car? It works
pages.ebay.com/ebaymotors/
 Interest:

Clicks: 72
 Clickthrough Rate: 1.0%
 Average cost-per-click: USD \$0.05
[Edit](#) - [Delete](#)

Current maximum cost-per-click: USD \$0.05 [Modify Price or Keywords](#)

Keyword	Clicks	Impr.	CTR	Avg. CPC (USD)	Cost (USD)	Avg. Pos
autotrader	45	4855	0.9%	\$0.05	\$2.25	1.1
autotrader .com	16	987	1.6%	\$0.05	\$0.80	1.1
auto trader .com	6	527	1.1%	\$0.05	\$0.30	2.0
auto trader	4	210	1.9%	\$0.05	\$0.20	1.2
auto trader online	1	85	1.1%	\$0.05	\$0.05	2.6
autotrader online	0	32	0.0%	-	-	1.0
Subtotal: Search Ads	72	6696	1.0%	\$0.05	\$3.60	1.2
New! Content-Targeted Ads [more info]						
Subtotal: Content-Targeted Ads	0	0	-	-	-	-
Overall	72	6696	1.0%	\$0.05	\$3.60	1.2

* Lower CTRs for content ads will not adversely affect your campaign. [\[more info \]](#)

This Ad received 72 clicks at 5 cents each for a total cost of \$3.60.

I then logged into CJ to see how much I had earned in commissions from eBay.

All Transactions , in time period 7-Mar-2003 - 7-Mar-2003, all types , all statuses , website 1234548 , all advertisers (modify query)

Type	Status	Corrected	Amount	Commission	Action Name	Advertiser	Link	Transaction	SID	Event Date
Sale	Locked	No	\$0.00	\$0.05	Bid	eBay.com	5463217	109981599	NA	7-Mar-2003, 0:41:13 PST
Lead	Extended	No	\$0.00	<u>\$5.00</u>	<u>Registration</u>	eBay.com	5463217	110004857	NA	7-Mar-2003, 8:03:17 PST
Lead	Locked	No	\$0.00	<u>\$5.00</u>	<u>Registration</u>	eBay.com	5463217	110016067	NA	7-Mar-2003, 9:39:42 PST
Lead	Locked	No	\$0.00	<u>\$5.00</u>	<u>Registration</u>	eBay.com	5463217	110034298	NA	7-Mar-2003, 12:04:18 PST
Sale	Locked	No	\$0.00	\$0.05	Bid	eBay.com	5463217	110057720	NA	7-Mar-2003, 15:20:23 PST
Sale	Locked	No	\$0.00	\$0.05	Bid	eBay.com	5463217	110059971	NA	7-Mar-2003, 15:32:53 PST
Grand Total			\$0.00	<u>\$15.15</u>						

Three people had registered and three people bid on items. So for that day my total commissions from Ebay were: \$15.15.

\$15.15 in Commissions minus \$3.60 in ad buys = \$11.55 in profit.

OK - \$11.55 Profit does not seem impressive at first glance. But multiply it by 30 days which equals \$346.50 in profits for a month. That's not bad for about 20 minutes of work.

Obviously, the profits will fluctuate from day to day (ideally getting better as you refine your ads and as you add more keywords). So that's exactly what I did. I rewrote my ad in the hopes of getting a better Click Through Rate (CTR). I researched additional keywords relating to items sold on eBay. I used this research to add more keywords to my campaign.

Note:

As of July, 2003 eBay.com (US) has asked Google not to allow advertisers to bid on their trademarked term, 'ebay' in their AdWords. This is uncommon, most companies do not mind if you use their trademarked term. It is a benefit to them that you advertise their site for them.

Again, don't worry if you do not understand perfectly. Everything will be explained in greater detail later.

Example 2 – www.ebay.de – German eBay

This next example earned a much greater rate of monthly profit. In January eBay.de deposited \$3750 into my bank account and in February it was over \$6,000 and in March, 2003 it was over \$6,500. Initially, this program took me about 1 hour to setup. I set it up while visiting a friend in Mexico over his internet connection.

I read online that www.ebay.de (eBay in Germany) was paying \$4 Euros = more than US\$4 per registration.

Useful Tip:

Overture's Keyword Suggestion Tool provides results for several countries. This allows you to research the number of times a search is performed in the US, Germany, France, UK, Japan and elsewhere. (See the [Resource Website](#) for links to these Tools).

In this case, I searched [Overture's Germany Keyword Suggestion Tool](#) for the keyword: *ebay*.

There were 693,999 searches for the month of January, 2003 from people in Germany.

I then used [Overture's Germany Maxbid Tool](#) and typed in: *ebay*.

There were no bids – which means that I could buy an ad in Germany for the keyword *ebay* for only .10 Euros (about 10 cents). This told me there was no competition.

Next, I went to Germany's Google: www.Google.de and searched for *ebay*.
There were no Google Adwords


“WOW! I think I found a good one”, I said out loud.

I went to the German eBay site; www.ebay.de and read about their affiliate program. It is through a German Affiliate Program Provider affili.net which is similar to Commission Junction.

I signed up with affili.net in about 15 minutes. I speak some German so that helped as affili.net is in German. But, I could have asked a German friend to help me for a few minutes. Anybody can sign up as an affiliate with affili.net, regardless of country of residence. You enter your bank routing information so affili.net can directly deposit any commissions you make into your bank account. They pay in Euros, but it shows up in your account as dollars. Since the Euro is currently stronger than the dollar, this works out very well for Americans participating in European affiliate programs.

After I signed up, I was sent an automatic approval email with my ebay.de URL link (a link with my affiliate id in it).

I then logged in to Google Adwords and setup an Ad for Germany only. This is very easy to do. You just choose the country in which you want your ad to show (more on this in Step #6 pg65). I set it up so that the ad displayed for the keywords: *ebay*, *ebay.de*, *ebay Deutschland*, *cds*, *dvds*, etc. (keywords I found from my keyword research). My ad will only show up on German Google which is www.Google.de. Here is the Ad:

[eBay - Deutschland](#)
Der Weltweite Online-Marktplatz
die Auktion eBay (affiliate)
www.eBay.de
Interesse: 

In the display URL field for the Ad I entered: www.eBay.de

In the destination URL field I entered the link that Affili.net emailed to me which included my affiliate ID:

<http://partners.webmasterplan.com/click.asp?ref=150607&site=1382&type=b62&bnb=62>

Note:

After the description in my ad, I entered the word Affiliate. Google's Guidelines for AdWords states that, if you are an Affiliate, you have to mention it somewhere in your Ad.

All of the steps I described above took me about one hour. After that we drove to our next Mexican surf spot.

Two days later, while at an Internet Café, I logged on to affili.net to check the real-time statistics. See the screen shot below:

affilinet: Partner Area - Microsoft Internet Explorer

File Edit View Favorites Tools Help

affilinet

Übersicht
Programme
Meine Partnerschaften
Meine Statistiken
Auszahlungen
Einstellungen
Hilfe

Zum ersten mal hier?
- Hilfe zu Affilinet
- Lesen Sie unsere FAQ
- Kontakt zum Support

Tipp für Webmaster
1&1 Webhosting Star-Paket 3.0:
2 Domains
(.de,.com,.net,.org)
50 Email-Postfächer
75 MB Webspace
ab 3,99 €/Mon.
Profi-Paket 3.0:
3 Domains
(.de,.com,.net,.org)
150 Email-Postfächer
150 MB Webspace
ab 9,99 €/Mon.
...und vieles mehr
ab 3,99 €

Meine Statistiken für Dezember
Übersichtsgrafik Details nach Tag nach Programm Sales & Leads

Dezember

Tag	Pay-Per-Click		Pay-Per-Sale/Lead		Euro	Summe
	Clicks	Euro	Clicks*	Sales**		
1	0	0,00	0	0	0,00	0,00
2	0	0,00	0	0	0,00	0,00
3	0	0,00	0	0	0,00	0,00
4	0	0,00	0	0	0,00	0,00
5	0	0,00	0	0	0,00	0,00
6	0	0,00	0	0	0,00	0,00
7	0	0,00	0	0	0,00	0,00
8	0	0,00	0	0	0,00	0,00
9	0	0,00	0	0	0,00	0,00
10	0	0,00	0	0	0,00	0,00
11	0	0,00	0	0	0,00	0,00
12	0	0,00	0	0	0,00	0,00
13	0	0,00	0	0	0,00	0,00
14	0	0,00	0	0	0,00	0,00
15	0	0,00	0	0	0,00	0,00
16	0	0,00	0	0	0,00	0,00
17	0	0,00	0	0	0,00	0,00
18	0	0,00	0	0	0,00	0,00
19	0	0,00	0	0	0,00	0,00
20	0	0,00	0	0	0,00	0,00
21	0	0,00	0	0	0,00	0,00
22	0	0,00	0	0	0,00	0,00
23	0	0,00	0	0	0,00	0,00
24	0	0,00	0	0	0,00	0,00
25	0	0,00	0	0	0,00	0,00
26	0	0,00	1	0	0,00	0,00
27	0	0,00	385	43	172,00	172,00
28	0	0,00	689	130	520,00	520,00
29	0	0,00	800	188	752,00	752,00
30	0	0,00	1180	144	576,00	576,00
31	0	0,00	773	144	576,00	576,00
Gesamt	0	0,00	3828	649	2596,00	2596,00

* bei dem JPC-Pay-Per-Sale Partnerprogramm werden nur die Bestellungen erfasst (Die werden nicht gezählt).
** Die Bestellungen werden erst nach Ihrer Freigabe vergütet. Noch nicht freigegebenen erscheinen im Grau. Je nach Partnerprogramm kann die Freigabe sofort oder nach ein

I was right! I had found a good one!

The first day 43 people registered equaling 172 Euros in commissions. The second day 130 people had registered equaling 520 Euros in commissions.

To calculate my profit, I logged in to Google AdWords. There, I checked my campaign to see how much my Ads Cost.

On the first day I had 385 clicks at \$.05 = \$19.25

And the second day I had 689 clicks * \$.05 = \$34.45

So, 692 Euros in commissions minus \$53.95 In Google Adwords = approximately \$638.05 in Profits. Not bad for the first two days of this campaign.

This was a winner because many Germans were looking for eBay, and many of them had not registered yet. So my conversion rates were very high. In this example, the conversion rate is the number of registrations divided by the number of visitors.

$$\text{Conversion Rate} = \text{Registrations} / \text{Visitors}$$

My conversion rate averaged around 20 percent. That meant that for every 100 visitors, roughly 20 registered.

Useful Tip:

Many people type web addresses into Google and other Search Engines, instead of into the Address Bar. For Example: they type *ebay* or *ebay.com* into Google, or Yahoo instead of typing *www.ebay.com* into the address bar at the top of their browser. I know this to be true because my research showed that some of the top searched for keywords on the internet are websites such as: Google, Yahoo, eBay, etc. You can take advantage of this by looking for highly searched for website names and URLs that have few or no competing affiliates for their keywords. Such as my eBay examples above.

When I saw that my eBay.de Campaign was working well, I took it one step further to maximize my profits.

I had my wife, Heidi, build a quick webpage giving some tips about eBay.de, how to use it, how to register for free, etc. She provided links to eBay.de (with our affiliate id in it of course) throughout the page. I used free online translation tools and my English German dictionary to translate the page into German.

I then bought Overture.de Ads for the same keywords that I bought ads for with Google AdWords: *ebay*, *ebay.de*, etc. This greatly expanded my reach. Overture Ads show on their partner sites including MSN, Yahoo and CNN.

Buying ads with Overture is the same procedure as buying ads with Google with one important distinction. Overture does not let you link directly to the Merchants site from your Ad with an affiliate link. The Overture ad has to link to a webpage that you own. For example, since you are not the owner of eBay.de you are not allowed to link directly to eBay.de from your ad. Overture requires you to link to your own page. The person then has to click on the affiliate link to eBay.de from your webpage.

In short, Overture requires the user to follow a two-step process. They click on your ad which directs them to your website. On your website you provide the merchant link. Upon clicking the link, the user is directed to the merchant site.

Contrastly, Google AdWords is a one step process. One click takes the user directly to the Merchant's site (with your affiliate ID in it).

When setting up Google AdWords you will find a display URL field (the URL that is displayed in the Ad) and a destination field (the URL to which, Google directs the user).

To summarize: instead of two URL fields like Google, Overture only has one URL field. It is both the display and destination URL. Overture does not allow you to put your affiliate link here. It has to be the URL of the website, e.g. www.ebay.de. So, in order to use Overture's Pay Per Click Ads you have to build a webpage that has your affiliate links.

While it is an extra step for you, you can use it to your advantage by “pre-selling” to your customers on your site and preparing them to purchase a product, or fill out a registration form once they have clicked through to the merchant's site (eBay.de in this example).

Useful Tip:

Pre-selling with a simple webpage is so effective, that when we find a profitable market, Heidi builds a simple content page in the form of a product or company review. I buy ads in Overture and Google pointing to this site. (On Google I only point to this page if I think that it will get a higher conversion rate than if the user went to the merchant's site directly from my ad). This is not the place to “Sell-Sell”. That is, don't design a page selling the product only to have them click and get another page selling the product again. Instead pre-sell by providing a recommendation or review of the product or service, to entice the reader to make a purchase.

Checkout: www.onestopgearshop.com to see the page that Heidi put together in less than an hour for my ebay.de link for my Overture Ads.

I highly recommend you download the free eBook, “Affiliate Masters Course” from my [Resource Website](#). This is an excellent course that teaches you how to “pre-sell” and build simple, effective affiliate web pages.

On the 15th of every month eBay.de's Affiliate Management Program (affili.net) directly deposits my commissions into my US Bank Account in US Dollars. As previously stated, this is especially advantageous at the moment, because the Euro is stronger than the US\$.

This eBay.de Campaign, which only took a few hours to develop, has been very successful. During January, 2003 eBay.de deposited 3,536 Euros into my bank account (=\$3,712.90 USD). See the screen shot below:

Meine Statistiken für Januar

Übersichtstafel Details nach Tag nach Programm Sales & Leads

Januar 20

Tag	Pay-Per-Click		Pay-Per-Sale/Lead		Euro	Summe
	Clicks	Euro	Clicks*	Sales**		
1	0	0,00	457	85	340,00	340,00
2	0	0,00	113	49	196,00	196,00
3	0	0,00	95	35	140,00	140,00
4	0	0,00	46	42	168,00	168,00
5	0	0,00	23	37	148,00	148,00
6	0	0,00	24	17	68,00	68,00
7	0	0,00	299	29	116,00	116,00
8	0	0,00	686	65	260,00	260,00
9	0	0,00	738	71	284,00	284,00
10	0	0,00	717	111	444,00	444,00
11	0	0,00	31	25	100,00	100,00
12	0	0,00	51	23	92,00	92,00
13	0	0,00	55	36	144,00	144,00
14	0	0,00	52	16	64,00	64,00
15	0	0,00	0	14	56,00	56,00
16	0	0,00	0	7	28,00	28,00
17	0	0,00	11	9	36,00	36,00
18	0	0,00	17	5	20,00	20,00
19	0	0,00	15	2	8,00	8,00
20	0	0,00	9	3	12,00	12,00
21	0	0,00	8	1	4,00	4,00
22	0	0,00	122	8	32,00	32,00
23	0	0,00	451	26	104,00	104,00
24	0	0,00	501	20	80,00	80,00
25	0	0,00	97	20	80,00	80,00
26	0	0,00	189	25	100,00	100,00
27	0	0,00	275	10	40,00	40,00
28	0	0,00	277	27	108,00	108,00
29	0	0,00	330	28	112,00	112,00
30	0	0,00	160	16	64,00	64,00
31	0	0,00	125	22	88,00	88,00
Gesamt	0	0,00	5974	884	3536,00	3536,00

1&1 Webhosting Star-Paket 3.0:
2 Domains
(.de,.com,.net,.org)
50 Email-Postfächer
75 MB Webspace
ab 3,99 €/Mon.

Profi-Paket 3.0:
3 Domains
(.de,.com,.net,.org)
150 Email-Postfächer
150 MB Webspace
ab 9,99 €/Mon.
...und vieles mehr
ab 3,99 €

There was only a slight obstacle for the eBay.de program. Much of the text, but not all, was in German. Most German websites have German and English options. Overture.de has both. Setting up my Overture and Google Ads was easy. AdWords that display on Google.de, come from the same US

Google AdWords Interface. Everything is in English. All you need to do is choose Germany as the country in which you want the ads to run.

Note:

As of June, 2003 I have paused this campaign as its profitability dwindled. That is probably due to the fact that so many Germans have now signed up for eBay.de. Therefore, my conversion rates dropped significantly. Luckily I had many other campaigns and I focused my efforts on them. Below I will share with you one of my favorites.

Example 3 – Promoting Mortgage Sites

This example earns me around \$200+ a day in profits.

Interest rates are at all time lows. People are scrambling to refinance their mortgages.

The mortgage industry is a very competitive one. Luckily I was able to find many keywords that are searched for, and have few to no AdWords.

I signed up with several different affiliate programs that pay \$10 to \$20 per lead. I primarily used CJ.com to find these affiliates. Two of the companies that I promote are: MyLoanQuote.com and LowCostLending.com.

LowCostLending.com pays \$20 per lead (a successfully completed and qualified form) and MyLoanQuote.com pays \$10 per lead. Even though MyLoanQuote.com pays less it is still very profitable for me because their conversion rate is very good (The percentage of people who click through my link and fill out the form is high).

The trick to succeeding in such a competitive industry is to find a niche that is not saturated. I found several. One unsaturated niche is Fha Streamline Refinances. I researched and found many keyword combinations related to Fha streamline refinances.

As with the eBay.de example, when I saw that this Google AdWords campaign was very profitable, I had Heidi build a quick webpage with affiliate links on it pointing to LowCostLending.com.

You can visit that website at:

<http://www.wherelenderscompete.com>

And if you are thinking of refinancing or need a loan – please fill out the form. Lenders will contact you and compete for your business ☺

Next, I went to Overture and bid on the same keywords that I use in my Google AdWords Campaigns, and I pointed the Overture Ads to <http://www.wherelenderscompete.com>.

Remember, Overture does not let you link directly to the Merchants site from your Ad with an affiliate link. The Overture ad has to link to a webpage that you own.

Notice how all of the links go to LowCostLending.com and have my affiliate ID embedded in them.

I also bid on the same keywords with two other PPC engines: Findwhat.com and 7Search.com.

Isn't this cool? It's so simple and it works so well. **OK** I think you are getting the idea. Perhaps you are even anxious to get started. I will now show you what you need to do to begin. Then I will show you how to find affiliate programs that will make you money.

Step #1: Getting Started

1. First, get organized. Create a folder on your computer to save files for your Campaigns. You could name that folder: *Campaigns*, for example. In your *Campaign's* folder you should create subfolders for each new campaign, as you start it. Place and organize your files, text documents, etc. in each of these folders.
2. Select an email address for your Affiliate Program correspondence. You can use the email address you received from your ISP, for example: paul123@msn.com or you can setup an email address with one of the free services, specifically for your affiliate correspondence. However, if you chose a Hotmail or Yahoo email account, please be aware that they limit the number of files you can save online and will begin deleting messages once that limit has been reached.
3. Next, decide how you want to handle commissions. Do you want to receive them via check, direct deposit or both? Decide which bank account you are going to use. You could setup a new account with your bank, just for this purpose.
4. Although you are now ready to register with the Affiliate Program Providers, it is not essential that you do it now. You can also join later, once you've identified a merchant you would like to promote. But, having said that, it's not a bad idea to get it out of the way. It is one less step you will have to do later on.

As previously stated, the most popular Affiliate Program Providers (APPs) are: Clickbank, Commission Junction (CJ), Link Share, Be Free and Performics. I use Clickbank and Commission Junction the most.

The process for joining an APP is similar for all. For my examples I will describe the steps for joining Clickbank and CJ.

- A. Clickbank is unique among the Affiliate Program Providers as they only deal with digital, downloadable products and services, such as Information Products.

Useful Tip:

Information Products are selling like hotcakes online. Why? Because everyone needs information. Information products are especially lucrative for affiliates who receive generous commissions of 30 to 75 percent.

There are some 10,000 Clickbank merchants and 100,000 Clickbank affiliates worldwide. Many affiliates earn hefty commission checks each month.

Clickbank's payment technology lets any web business (a seller) automatically pay sales commissions to another web business (an affiliate) that links a paying customer to the seller. Clickbank bills the customer, pays the seller, and pays the affiliate.

By acting as the trusted intermediary, Clickbank maintains complete security and quality control over every transaction.

Clickbank Affiliates can freely link to any seller and be assured they will be paid for every sale that they generate. Sellers can freely accept new affiliates without fear of fraud or misrepresentation. Clickbank pays Affiliates twice a month.

First sign up for a Clickbank account. This information is needed so that Clickbank can send your payments. An account is free and very simple to open.

[Click Here to sign up now.](#)

Fill in the fields with your contact information. Provide an address where you would like to receive your checks. For the “address of your website”, leave it blank if you do not yet have a website.

Select a username. Click on the “submit” button which will bring up a confirmation page showing your username and password. Either print this page or, at least, write down your username and password.

Now you are a member of Clickbank and can promote any of their clients’ products. More on this to come ...

Now let’s sign up for Commission Junction (CJ)

- B. CJ is the largest Affiliate Program Provider and manages the network, tracking and reporting on their activity in real time. CJ also processes monthly commission payments.

The CJ network is, in effect, a third party that connects you with thousands of advertisers and then pays your commission checks. This means that you can become affiliated with eBay and other

merchants within their network and receive a link to their site with your Affiliate ID in it. When someone clicks on your link and makes a purchase you receive a commission.

CJ has a terrific history of on-time payments and receives great feedback from affiliates.

Sign up at:

<http://www.googlecash.com/cj>

Signing up is free and quick, just fill out the form.

For the web site or newsletter name field, if you have a website, enter the name here and the URL in the next field. Otherwise, just enter a newsletter name. It can be anything. For example, you could enter something like: The Web's Best Stores, or the Top 100 Stores on the Internet, or Reviews of the Best Flower Shops Online, etc. You get the idea.

Note:

If you don't have a website URL, you can register one for only \$8.95 a year at www.godaddy.com. I use Godaddy for all of my URLs. They will park your domain for free. Once you have registered a URL, you can log in and forward it to any URL. You can forward it to your affiliate link for example.

Then, in the field asking if your web site offers incentives to visitors or donates a portion of proceeds to charity, etc. click on the "No" radio button. Leave the description field blank.

Next fill in your contact information.

Now decide whether you are going to receive your commission via check or via direct deposit. If you chose direct deposit enter your banking information.

When you finish filling out the form click on “Accept Terms”. That’s it! You’ll receive an email from CJ with your password. Once you have received it go to www.cj.com and log in. Your login is your email address. Use the password they emailed you.

Cruise around the site, visit CJ Online (CJ’s help section) and get to know CJ’s interface.

I primarily use Clickbank and CJ. They are the largest and in my opinion the best Affiliate Program Providers. Start with Clickbank and CJ and later you can also enroll with [Linkshare](#), [Performics](#), and [BeFree](#). The signup process is similar for all.

Now that you’ve registered with the top two Affiliate Program Providers, you can place the links that you will get from their Merchants in your **Pay Per Click Ads**. Many other promotional methods work well and are also acceptable. For example, you can place the affiliate links on your website; use them in your emails, Newsletters, etc.

This eBook will focus on the Pay Per Click method of promoting merchants, their services and products.

5. Next, sign up for the free [Alexa Toolbar](#).

Alexa will add another menu bar to your Internet browser window containing a search field (for searching Google), a link to information

about the site you are viewing, information about the sites owners, and additional links to related sites.

You can also use the Alexa toolbar to ascertain a sites popularity. It will give you an estimate as to how much traffic the website you are viewing gets.

The Toolbar also has a new and very useful feature, a pop up blocker that stops pop up ads.

6. If you are not already an eBay member, your next step should be to register with them. It is free and easy.

[Click Here](#) to register with eBay.

Ebay is a great mechanism for getting people to click on your Affiliate links. I will elaborate on how to do this on p. 69, “Use eBay to get clicks”.

7. If you do not already have a [PayPal account](#), set one up now. You can use PayPal to accept credit card payments online for your eBay auctions. Some affiliate programs also have an option to pay you via PayPal. PayPal is free and easy to join.

[Click Here](#) to go to PayPal to sign up. Or look for the link on the resource website.

8. Registering with Google AdWords will require you to setup a Campaign. We’re not ready for that just yet. You can register with Google AdWords later in Step #6, once you have compiled a list of keywords and written Ads.

Now go on to Step #2.

Step #2: How to find and choose lucrative Affiliate Programs

There are thousands of affiliate programs to choose from. Below I will give you 5 methods to find lucrative affiliate programs to join. But first, I want to list some things to consider when trying to distinguish an excellent program from an average one.

1. Look for affiliate programs that have a high pay rate for each sale. **It takes the same amount of effort to market a program with small commissions as it does to market one with large commissions.** The higher the commission, the less traffic you will need to meet your revenue goals. Suppose, for example, you are promoting satellite dish sales and would like to earn \$1,000 a month. One company may pay you \$25 per sale and another \$50 per sale. For the first company you will have to make 40 sales to reach your goal. With the second you will only need to make 20 sales.
2. Look for affiliate programs that offer unique products in a hot market.
3. Lifetime Commissions. Some affiliate programs give you commissions on every product that is sold to the customer, forever.
4. See how often they send checks. Some affiliate programs send checks every two weeks while others, like Amazon, send checks quarterly.
5. You can increase your revenue potential with two-tier programs. This means that you can create an extra stream of income without doing anything for the life of the program. Two-tier programs reward you for referring other affiliates to the merchant as well as for customers. Every time you refer another affiliate, and they join, they become a sub affiliate under you. You receive a percentage of their

commissions. The sub affiliate still receives full commission. It is the Merchant that pays the extra.

Below are 5 methods for finding lucrative affiliate programs to join and promote.

Method #1

Some affiliate programs have a much higher profit potential than others. These high profit programs are easy to find.

Overture is a useful source when looking for high-profit affiliate programs.

While you search Overture, look for sites that spend a lot of \$ per click. Because these sites are making a large profit, they can afford a high per click cost. This means a higher profit potential for you.

Find profitable affiliate sites and mimic their ideas. Remember, we are not building websites here, so this is simple and fast.

Let's walk through the process. Go to [Overture's Maxbid Tool](#) and do a search for *mortgage*. At the time I wrote this eBook the top bid for *mortgage* was \$12.00 per click. Most of the people bidding on Overture for the keyword *mortgage* are actually mortgage companies and not affiliates. Don't waste your time looking at them.

We want to focus on affiliates. These are going to be sites that compare various mortgage companies or that have a link taking you to a mortgage site's Application Form. At the time this eBook was written there was a bid for \$3.05 for a mortgage comparison site, in 10th place on Overture. This

Affiliate site must be making a lot of commissions if it can afford to bid \$3.05 per visitor.

This would be a good site to visit. Visit affiliate sites with high keyword bids. Click on their links and see which merchants and affiliate programs they are using.

Here is another example:

Do a search for “casino” on Overture. The top bid at this time is \$18.00 for “casino”. This bid is for an affiliate site that compares 30 online casinos.

They are paying \$18.00 for every visitor to their site. They must be making a lot of money if they can afford this. We can assume that they are making at least that much in profits per visitor, which is enormous.

I’m not suggesting that you pay \$18.00 or even \$3.05 per click, but only want to show you, two examples of how to locate affiliate sites with great profit potential.

Useful Tip:

Use the ideas from this eBook to get visitors much more cheaply by using misspellings, new keyword combinations, etc. Bid on these keywords for only 5 cents per visitor. If you are making \$18.00 per visitor and paying only 5 cents per visitor – that is a whopping profit.

Once you have found a profitable affiliate site, such as the two explained above, visit the site and click on its links. These are the merchants. Once you are on the merchant’s site look for the link that says “Affiliate Program” or something similar. Find the merchant that offers the best commissions and has the best program. Sign up with that merchant as an affiliate for free

(It's fast and easy). Many Merchants use CJ or one of the other Affiliate Program Providers. In that case, you just log in, find your Merchant on the Merchant list and apply for their program.

Method #2

Find a profitable niche in the USA that has not been fully exploited in the UK or Europe and setup your campaign for those countries. My eBay.de Campaign is an example of this. Since you are only writing ads it's easy to write in English and then use a free Internet translation service to translate it. (However, bear in mind - this is a computer translation, not a human translation. You will probably want to have a native speaker help finalize your foreign ad).

Targeting a specific country is also very easy. You just select the country(ies) during your campaign setup in Google AdWords. I have ad campaigns running for UK, Germany, France, Canada, Australia, Spain, Japan and more.

Method #3

You can look for products or company names that are highly searched for yet do not have many websites or AdWords competing for them. Using the [Wordtracker Tool](#) for this is very helpful. It not only shows you how many times a word / phrase has been searched for, but also shows you how many competing sites there are for those terms. Wordtracker is, by far, the best tool for researching keywords and the number of sites competing for those keywords. Wordtracker does cost some money, but it is definitely worth it. While you can use free tools to do roughly the same task. It takes longer.

The free tools you will use to find products or company names that are highly searched for, with little competition are:

- [Overture's Keyword Suggestion Tool](#)
- [Overture's Max Bid Tool](#)
- www.Google.com

Visit [Overtures Keyword Suggestion Tool](#).

Type in a word or phrase As previously mentioned, this tool will show you how many times that word or phrase was searched for the previous month.

Visit [Overtures Maxbid Tool](#).

Type in a word or phrase into the Overture Maxbid Tool. Overture will show you the maximum amount “per click” an advertiser is willing to pay for that word or phrase on the Overture Pay Per Click Program. At this time, Overture's Cost Per Click (CPC) is generally higher than Google' CPC for the same keyword or phrase. You will also notice that there is more competition on Overture. You can often find words that have many advertisers on Overture but few or none on Google.

While not exact, the Overture Maxbid Tool gives you a good idea of how much competition there is for certain words or phrases.

Now, go to Google.com and search for the same word or phrase and see how many results are returned.

For Example, type in *vitamins*. Look for:

“Results 1 – 10 of about 2,490,000” for vitamins

That means that Google found 2,490,000 webpages about vitamins. The larger the number, the more competition there is.

Also look for any Adwords – and in particular Adwords with the word “Affiliate” or “Associate” or “Affil” after the Ad Text.

You won’t want to do this on all of your keywords as it would be too time consuming. You are going to submit a long list of keywords to Google AdWords and usually bid only 5 cents on each of them. Therefore, there is no reason to research all of them. However, this research is a great way to assess what the competition is doing and to see if you have identified a winner (Like my eBay.de example on pg. 22. There were 693,999 searches for the keyword *ebay* in Germany, but no bids on Overture, and no AdWords on Google).

Become familiar with these resources and what they can do for you. The Overture Suggestion Tool will tell you how often your term has been searched. Google.com and Overture’s Maxbid Tool will tell you how much competition there is for the words you entered. Wordtracker does a great job of both.

I am continually surprised by all of the overlooked Company and Product names, and keywords.

Useful Tip:

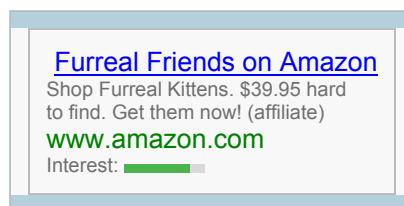
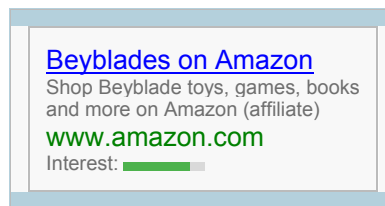
Using these tools I found that the following companies had a lot of demand (searches) but little exposure (AdWords): Circuit City, Hallmark, Target, Ebay, Amazon and others. I quickly joined their affiliate programs, setup Google AdWords Campaigns for each and have been earning nice commissions ever since.

Method #4

Another method I have successfully used for finding a lucrative Affiliate Program is researching “hot selling” items or products that are projected to sell well.

Read newspapers and magazines. Read the [“Lycos 50”](#), a daily report on Lycos.com by Aaron Schatz. He talks about the top 50 keyword searches on Lycos and makes predictions. Reading his page I found out about: Dragonball Z, Beyblades and Furreal Friends. Amazon sells much more than books online and they have a great affiliate program. I signed up quickly and without cost with Amazon and wrote several Google AdWords selling Dragonball Z merchandise, Beyblades, and Furreal Friends.

Here are the AdWords:



Aaron was right with his prediction that “Furreal Friends” (the stuffed kitten) would be a big seller over the Christmas season. I bought ads for 5 cents. I had great conversion rates and my ads sold hundreds of Furreal Friends, Beyblades, and Dragonball Z toys, videos, cards, etc.

These two little ads which took about 10 minutes to setup earned me around \$3,000 in commissions which Amazon directly deposited into my bank account.

Amazon also sells big ticket items - electronics, power tools, etc. I have several successful campaigns promoting Amazon's power tools.



Here are some useful, free tools that you can use to research Search Trends. I check these often while brainstorming for my next profitable Campaigns.

- [Lycos 50](#)

A daily report of the top 50 Lycos search terms and related trends. Aaron Schatz does a great job predicting future trends.

- [Google Zeitgeist](#)

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

On a monthly, weekly, and sometimes daily basis, this Google Zeitgeist page is updated to reflect lists, graphs, and other tidbits of information that track Google user search behavior.

- [Wordspot Keyword Report](#)

Weekly top 200 search terms email report.

- [Yahoo Buzz Index](#)

A review of trends at Yahoo. Provides frequency and change trends for a variety of Yahoo categories.

- [Ask Jeeves IQ: Interesting Queries](#)

This tool lists the most popular search terms based on the millions of queries asked on Ask Jeeves each day. From consumer trends to breaking news, this report provides valuable insight into consumer needs, habits, trends and interests.

Method #5

Another way to find potential lucrative programs is to look at such Affiliate Program Providers as Clickbank and CJ. CJ has a “New Merchant” area which lists merchants that recently joined and their commission rates.

Clickbank has their Information Products organized by categories. You can look through the different categories and see the commissions each Merchant pays.

Note:

Information products are often the best type of affiliate products because they have high profits. Many vendors will pay 50% commissions or more for selling their information product.

Below is a small list of some of the products with the highest commissions:

- Information Products – online newsletters and eBooks.
- Casinos – Online gambling, Sportsbooks, etc.
- Software Products
- Mortgages / loan companies

- Web Hosting
- Office Supplies
- Dating and match making sites
- There are many more ...

Step #3: Join Affiliate Programs and get the link

You registered with the top Affiliate Program Providers in Step #1.

In Step #2 you identified lucrative affiliate programs and chose the one you considered the best.

Now sign up with that program. Follow the link to their “Affiliate Program” page and follow the instructions.

If the company has its own Affiliate Program, just follow the instructions and join. Once you have registered and have a username and password log in.

Look for something like: “Get Links”. This will take you to a page where you can copy the link to their website with your Affiliate ID embedded in it. Simply highlight the link, for example: <http://www.qksrv.net/click-1234548-10280564>

Copy and paste your link into a text file. You can use notepad for this. Save your text file. For example: lowcostlendinglink.txt.

If the Merchant does not have their own Affiliate Program and instead uses one of the top Affiliate Program Providers like Clickbank or CJ they will have links on their site for you to Login or Join. If you’ve already joined, simply login. Otherwise, join now and then login.

Once you have logged in, the steps are the same as above. For example, in CJ, go to the “Get Links” area for that particular merchant. Copy and paste the URL link in to a text document. For example:

<http://www.qksrv.net/click-1234548-10280564>

This is the link that you will later paste into your “Destination URL” field of your Google AdWords. This link has your affiliate ID in it.

Useful Tip:

When you go to “Get Links” in CJ.com and “get the html” – they give you a lot of html that you don’t need. Here is what they gave me for LowCostLending.com:

```
<a href="http://www.qksrv.net/click-1234548-8129244"
target="_top" >Great Rates with No Hassle? Click Here!</a>
```

Below is the only part that I am interested in. This is the part that I copied and pasted into the “Destination URL” field of my Google AdWords. This link has my affiliate ID in it.

<http://www.qksrv.net/click-1234548-8129244>

CJ has a note saying that you need to include all of the html, but I have never had a problem or have heard of anyone else having a problem omitting the “img src” part.

Step #4: Keyword Research

How to build a list of relevant keywords

In Step #2 you found lucrative Affiliate Programs to join.

In Step #3 you joined the program(s) and got the link to their site with your Affiliate ID in it.

Now you are going to do Keyword Research. You are going to come up with many words and phrases that your Merchant's customers might use when searching for the Merchant's products or services.

For example, imagine that you have identified a nutritional supplement company that gives good commissions. You've visited their web site and know that one of their products is vitamins.

First, brainstorm and try to think of every combination of words for which people might search. Also think of different forms of the word.

For the example above, don't just stop at the phrase "buy vitamins". Here are a few more phrases that people might use:

- Buying vitamins
- Buy vitamins online
- Purchase vitamins
- Vitamins for sale
- Cheap vitamins
- Discount vitamins
- Order vitamins

The longer your list the better, because the more keyword phrases you have, the more visitors you can attract and the more money you can make.

You will find that many of the most popular keywords are overpriced. Don't let that discourage you. You can attract click traffic for much less. Most advertisers think too narrowly, bidding only on the most popular words, which obviously drives up the price. But, with a little effort you can identify hundreds of keywords that cost only 5 cents per click.

The key is in your keyword research. Find every combination of keywords that you can think of.

Let's consider our vitamin example. At the present time the minimum bid on Google for *vitamins* is \$2.05. That is the minimum; which will likely put you at the bottom of the list of 8 advertisements and get you very few clicks.

We want to expand our keyword search. Have a look at these keyword combinations:

- vitamin sales
- vitamin stores
- vitamin sale
- purchase vitamins
- buying vitamins
- buy vitamins with computer
- discount vitamins

All of the above keyword combinations are available for only five cents.

There are always keywords or keyword combinations that other people have missed. I have even managed to attract clicks for mortgage traffic at 5 cents per click, which is a difficult area to get web traffic.

The trick is coming up with as many keywords and combinations as possible.

Tip:

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

Selecting your keywords

There are over 1 million words in the English language so use as many as possible. Consider all of the searches a potential customer might attempt, that will guide them to your ad.

If you are promoting candles, do not limit your keywords to *candle*, *candles*, etc. Expand your territory to users searching for *interior design*, *lighting my home*, and/or *energy efficient light*.

Expanding your keywords may also stop bidding wars. The ad space for *candles* may be extremely saturated, which increases your cost per click charge and likely decreases your chances of being clicked.

A valuable technique to increase your AdWords keyword awareness is to think like your customer. What circumstances might bring someone to your ad about dog training collars? Don't limit yourself to: *dog training*, *dog collars*, *dog accessories*, and the like. Some off the beaten path searches may be:

- *my dog bit the neighbor*
- *how do I get my dog to stop jumping*
- *obedience school*

Someone looking for dog obedience school may see your ad and be compelled to give your training collar a try.

Remember, real customers in an everyday situation are doing the Google Search. Use the everyday terms and expressions they would use. Industry buzzwords are not only pricey but also limit your customers to those who use them. Expand your territory. Increase your market.

Look up your competitors' keywords to get ideas of some words you might have missed. Look at the websites of other Affiliates of your Merchant and Competitors of your Merchant. Click on "View" and then click on "Source." This shows you the HTML code for their webpage. Look for the meta keywords near the top. For example, here are the keywords on REI.com's page:

```
<meta name="keywords" content="rei, rei.com, outdoor gear, camping, hiking gear, backpacking, back packs, climbing gear, skis, snowboards, snow boards, snow shoes, the north face, travel, outdoors, adventure, tents, stoves, water filters, sleeping bag, parka, camping equipment">.
```

Spelling Mistakes

One Successful technique for keeping cost per click low and profit margins high is using **Spelling Mistakes**. Find an Affiliate Program with high commissions. Then research keywords associated with the product. Make a list of the keywords that get the most traffic and check them with [Wordtracker](#) (Overture's [Maxbid Tool](#) works as well). You will find that these keywords are usually expensive – so experiment with them!

Look for common misspellings of the word. For example, I run some ads that go to REI – the online sporting goods store. The word skis costs 95 cents, but the misspelling skiis only costs 5 cents and gets a lot of traffic every month. Spend some time searching and you will find dozens of common misspellings for your target keywords.

Once you have found the misspelled target keywords and phrases you want to use; create an ad and bid 5 cents for your keywords and phrases. The end result is that you pay only 5 cents for the click through and make a handsome profit. Not bad for a few hours of work.

As illustrated through the misspelling examples above, 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.

Here are some tools you can use to help with your Keyword Research:

Type in the individual words from your brainstorming session into the following Tools. They will show how many times the keywords were searched for and all of the various word combinations with that word in it that were searched. Some also offer new word combinations.

You will want to create a Master Keyword List, which is simply a text file that has each keyword on one line.

As you are doing your keyword research, add pertinent words to your master keyword list by copying and pasting them from the tool to your list. Make a long list.

Group your keywords into relevant groups.

In the vitamin example, part of your listing might be as follows:

buy vitamins
buying vitamins
buy vitamins online
purchase vitamins
purchase vitamins online

discount vitamins
cheap vitamins
vitamins for cheap
discount vitamin store

This will be useful later, when you write an ad for each group of keywords. You will put the ad and group of keywords into separate Ad Groups in your Google AdWords Campaign.

Here are your Keyword Research Tools:

1. [Overture Search Term Suggestion Tool](#).

Either click on the above link to open the tool or look for the link on the resource website. Type a word into this tool and you will find all the combinations of the word that people have searched for in the past month.

You will also find how many times the word was searched. See p. 11 for an example of this tool in action.

Keep in mind that this tool only shows you keyword/s and phrases that have already been searched for. You will want to come up with many more combinations that a person might enter to find your product. Combinations that aren't even in Overture's database yet. This provides a means for getting click traffic for only 5 cents.

Note:

Overture does not differentiate between plural and singular word forms. All the results are singular. If you type in *vitamins* or *vitamin* you get the same results.

However, Google does differentiate, so when bidding on keywords in Google AdWords you should bid on both forms.

2. [Google AdWords Keyword Suggestions](#)

This Search Tool allows you to enter a keyword and receive alternative keyword phrase suggestions. While it doesn't tell you how often a word is searched for, it does give you combinations and alternatives.

3. [Google Sets](#)

Though still in its infancy, "Google Sets" is a useful keyword research tool. For example, imagine you are researching keywords for a jewelry Merchant. You enter 3 keywords such as: ring, diamond, and necklace. Google then finds more relevant keywords. In this example Google Sets returned a long list including: bracelet, pendant, pearl, pin, gold, platinum, etc.

Enter some keywords of your own and add any new relevant keywords to your master keyword list.

4. [Wordtracker](#)

This tool works better than the previously mentioned tools, but it costs some money. You can, however, get a free trial. [Click Here](#) or look for the Wordtracker link on the resource website.

Wordtracker compiles a database of terms and expressions that people use while searching. When you enter keywords, Wordtracker tells you how often people search for them. Wordtracker will also tell you how many competing sites use those keywords.

Wordtracker also helps you identify all keyword combinations in their database that bear any relation to your business or service - many of which you may never have considered.

5. [Keyword Research Tool - BrainFox](#)

Enter a keyword and Brainfox will show you related phrases, and bidding history for those keywords.

6. [Webmaster Toolkit – Keyword Research Tool](#)

This tool allows you to enter a keyword and specify a search engine. It suggests alternative keyword phrases.

7. [Keyword Suggestion Tool – 7Search.com](#)

This Keyword Suggestion Tool allows you to query the number of times related keyword phrases were searched at 7Search during the previous month. Type in a keyword and 7Search will show you keyword combinations and the number of times they were searched.

8. [The AdWords Analyzer](#)

This tool was released in August, 2003. It is an excellent tool that helps you find untapped niches.

Here is how it works. You enter a keyword into the Analyzer.

It automatically shows you:

1. A comprehensive list of all **RELATED** keyword phrases!
2. The **number of searches** that were conducted throughout the previous month for **each keyword phrase**!
3. The number of advertising campaigns that currently exist - **for both Google AdWords AND Overture**!
4. "Supply and demand" by giving you the ratio between the number of any given keyword search and the number of related websites so you can make more money in any niche!

I have added a screen shot and more information about the AdWord Analyzer to the end of Google Cash in the "Important Updates – Latest Tips" Section on p. 85

Step #5: How To Write Google AdWords that get clicks

In Step #2 you identified a potentially profitable affiliate program to promote.

In Step #3 you joined the Affiliate Program and got the link to their site with your Affiliate ID in it.

In Step #4 you did keyword research and came up with a list of keywords / phrases relevant to your campaign.

Soon you will setup your Google AdWords campaign. But first you will need to work on writing your Ads.

When setting up your Google AdWords campaign, Google requires that you first write the ad, and then choose your keywords and phrases. However, there is a better way. I recommend that you first select your keywords and phrases and then write your ads. This allows you to write your ads in accord with the keywords you choose.

I always research keywords first, **then** I write the ad and setup my Google AdWords Campaign. If you find yourself setting up your AdWords Campaign before you have had time to write ads or do keyword research, then only create a bogus ad, so you can move on to the next step. Return later to revise your Ad.

In the keyword research step you grouped keywords into relevant groups. You'll want to write ads for each of these groups of keywords. Then when you bid on keywords, correspond your ad to its group of keywords. You

will want to match your ad copy as closely as possible to the keywords in each family of keywords.

Google has some basic AdWords guidelines to consider while writing your ad. Your headline must be less than 25 characters (including spaces). You are given an additional 2 lines for text. Each line is limited to 35 characters (again including spaces).

As you can see you have a fairly limited space in which to entice your customers. Use it wisely!

This is not the time to sell your product. This is the time to attract your customers, spark their interests and get the clicks. Your first eye catcher will be your headline.

After your customer has clicked through your ad, the merchant site will 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, if you are placing an ad for a legal documents site, their features may include:

- Legal documents available for immediate download.
- Lowest prices on or off the Internet.
- Over 10,000 documents available from real-estate to taxes to wills.

Now examine each feature and ask yourself “How does that benefit the customer?”

- Legal documents available for immediate download.
Benefits = You don’t have to leave the house. It saves you time, etc.

- Lowest prices on or off the Internet.
Benefits = Saves you money
- Over 10,000 documents available from real-estate to taxes to wills.
Benefits = Saves you valuable time. We will have what you need. No need to go to the government office. Just a quick download to your computer at home, etc. etc.

To pick out the most effective benefits to include in your headline you must see things as your customer would. When writing your ad don't just think like an affiliate, but also like a customer. Consider what brought the customers to your ad and what benefits they can gain from your product or service.

Utilizing your keywords is one simple method to pinpoint your customer's interests and needs. If the customer reached your ad by typing in *Tiffany Lamps* then **Tiffany Lamps** in your ad will surely catch her eye.

Begin writing your ad in sentence and/or paragraph form. State what it is your customer should know. Then reduce it and refine it.

Let's practice with the Legal Forms example. Here are some things you want your customer to know. Remember, we will focus on benefits to the customer.

You'll save valuable time and money. We have all of the legal documents you need in one place. We have 10,000 documents. Downloading is easy and quick. Your documents are available right now!

Now let's reduce it. We will take out all the superfluous words we don't need.

10,000 Legal Documents
Quick and easy downloads
Save time and money

How to write Ads that get the click

“Ideas can turn to dust or magic, depending on the talent that rubs against it.”

–William Bernbach, advertising executive.

1. To sell a product you must spark interest and entice your customer with words. A compelling headline or title is imperative. Luckily the talent that turns ideas into magic can be yours with a simple marketing formula.

You've seen the formula hundreds maybe thousands of times; always wearing a different mask but nevertheless the same. Here are some examples. While you read, see how this formula can be adapted to your particular ad.

“How to turn ideas into dollars.”

“What the IRS doesn't want you to know.”

“What your doctor isn't telling you.”

Do you see the formula? These catch phrases are easy to remember. Each phrase entices its reader with curiosity, desire and motivation. And best of all, this simple formula has been proven successful over time and can be easily fitted to any AdWords campaign.

Using this formula your headline should do three things:

- A. Catch your customer's eye (use your keywords in your ad, they are highlighted by Google AdWords).
- B. Elicit emotion / desire.
- C. Express what the customer will gain or achieve with your product or service.

Now, take some time, play with words, and make the formula your own!

How to _____ and _____.

What _____ doesn't want you to know.

Get more _____ for/in less _____.

Look for other successful AdWords Ads, find the formula in them, then tweak them and make them your own.

2. Use targeted keywords in your Google AdWords. Searched keywords that appear in your headline and ad will be highlighted in bold. The highlighted keywords will draw the user's attention to your ad.
3. Get the most out of your ad. Use each word wisely. Your ad has a limited space. Don't waste it. Make every word count. Remove words like: of, it, a, an. Replace "and" with "&".
4. Get the users 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, Limited Time, Sale, etc.
5. List the benefits of your product. For example: work from home, boost your memory, increase your profit margin, sell your home now! etc.

6. Let the user know why you are different from the competition. For example: never told secrets to weight loss, innovative ways to make \$, most comprehensive, lowest price, etc.
7. Weed out the “Tire Kickers”. You pay for every click-through, whether it converts to a sale or not. Therefore, you want to weed out browsers who won’t buy. You have begun the process of elimination by listing your benefits. If it is not weight-loss the user seeks he or she will continue searching. Another way to do this is to provide the price. Users looking for a free product or unwilling to invest rarely change their minds and their click costs you. By providing your price at the end of the ad you ensure a higher conversion ratio and lower customer acquisition cost.
8. Motivate your user. Use motivational words that affect the user. Personalize them. For example, “Now is your chance!”, “Weight Loss Secrets you should know”, “Discover your potential”, “Tips you can use to make money now!” etc. etc.
9. Use call to action phrases that provoke a response. For example – “Buy Today – Save 70%”, “Offer Ends Soon”, “Hurry before they’re gone”.

Step #6: Setup your Google AdWords Campaign

Before you get started with Google AdWords spend a little time on their site getting to know their system.

Visit: adwords.google.com

Take the “Quick Tour”

<https://adwords.google.com/select/tour/1.html>

Then, read the “Program Details and FAQ”

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

Next, read Google’s step by step guide on how to setup your Google AdWords Campaigns. Take a few minutes and read the guide now.

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

Once you have browsed the Google Adwords website, and read the FAQ and the setup guide, Click on the “Sign up Now” button.

There are four steps to complete:

1. **Choose your target languages & countries:**

You will most likely choose English for the language and United States for the country. But you might want to add Canada, the UK and a couple of other countries. You don’t want to select all countries since your ad would display in English in non-English speaking countries and you would receive few clicks. Your Click Through Rate (CTR) would go down. The higher your CTR the better. 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.

2. Create Ad Group:

In Step #5 you created Ads for your keyword groups. Now you will take that information and use it here. To begin, choose one of your keyword groups from Step #4.

Still in Google AdWords Setup, Click on the link “[AdWords Editorial Guidelines](#)”. Read through these. They show you the proper, allowable format for writing your ad. For example, ALL CAPS are not allowed. Make sure you read and learn these guidelines. If you do not follow them your Ads will be rejected and you will have to rewrite and resubmit them.

Take your ads from Step #5 and adapt them, if necessary, so you have a headline, a line 1 and a line2.

- a. Enter a headline. Try to include your keyword in it 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.LowCostLending.com in the “display URL” field. That’s what appears on the AdWord.
- e. Enter the destination URL, the actual URL to which the ad clicks through. Use the link from Step #3 that you saved to a text file, with your affiliate ID embedded in it. For example:
<http://www.qksrv.net/click-1234548-10280564>

- f. Now, click on “Create Ad and Continue”. This will bring you to the screen where you will enter keywords. 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. Don’t just enter several hundred phrases into one ad group as it won’t allow you to test different approaches. For example, create ad groups around the misspellings list, or oneword variations.

Enter one keyword per line.

- g. Click on “Save Keywords”. This will 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 suggests a number which is usually quite high. You can experiment with that number. Put in 5 cents for example and then click on “Calculate Estimates”. That will indicate, for each keyword how many clicks Google estimates that word will receive and in which position the ad will be displayed. Position 1 is the top of the page and Position 10 is the bottom. Experiment with this.

To be safe, start your maximum Cost Per Click at only 5 cents (the lowest amount Google will allow).

- h. Click on “Save and Continue”. Now you will be asked if you would like to create an additional Ad Group with different pricing or if you would like to continue to Step 3 (specifying your budget).

You can create another ad group now with another one of your “tight keyword groups” or you can come back at any time and add additional Ad Groups.

3. Set your daily budget:

Click on “Continue to Step 3”. This is where you set your daily budget. If you wanted to test the waters for a few days you could set it to \$5.00 per day. Once that campaign has reached \$5.00 in clicks those Ads will no longer be shown that day.

You can set different daily budgets for each of your campaigns and you can change them at any time. Once you find a winner you’ll want to raise your daily budget to maximize your clicks.

4. Sign up:

Now, click on “Save and Continue”. This takes you to the final step, step 4 – Sign Up. Enter your email address. You will use it to log into your account. Enter a password. Then Click on “I agree – Create my AdWords account.” Once you have clicked the button you will receive an email telling you how to verify your email address and activate your ads. Your ads will not run and you are not committed to a purchase until you have completed these final steps.

Look for the email from Google AdWords in your mailbox. Once you receive the email, click on the link given in the email and log into Google AdWords. Next, submit your billing information - your credit card info.

As soon as it has been accepted your Ads will immediately start running on Google.

Step #7: 20 More Tips for Maximizing your Adwords Campaigns

1. Read and Learn Google's Optimization Tips.
<https://adwords.google.com/select/tips.html>
2. Google AdWords provides matching options for search terms, allowing you to refine your ad targeting, and reducing your cost-per-click (CPC). [Click Here](#) to view Google's new multimedia online tutorial of keyword matching options.
3. Until you gain more experience, be careful paying more than 5 cents per click. Refine and narrow your phrases until you get a low rate. (However at only 5 cents per click, for many keywords your CTR will be too low: I often start off bidding more than I would like to, to get my Ad in the top results. Then as clicks start coming in and when I have a CTR greater than 1% - I work on refining my Ad. Then I lower my CPC and hopefully hold my position because of my good CTR.)
4. In the beginning, set your bids low. As you gain experience and learn to determine what your maximum bid rate should be – then you **should** raise your bids to generate more traffic.

To determine bid rates:

If each sale makes a \$10 profit, and a given keyword takes 20 visitors to create a sale, then your break even point & upper bid limit is \$.50 per click. The lower your bid price below this \$.50 limit, the higher your profit.

5. To start, enter a low daily budget, like \$5. This is a great way to test the waters without losing your shirt.

6. In the beginning, watch your ads very closely and change them as necessary.
7. Put your keyword list together first, then draft your ad.
8. Target key phrases, don't use generic terms.
9. Use the exact keywords or phrases (that you bought) in the title of your ad. It has proven to get a higher CTR.
10. Test two ads at the same time. Google AdWords allows you to run two different ads with your keywords which will enable you to compare ad performances. Keep the ad with the higher CTR and replace the other ad with a new one.
11. Test and adjust the Ad copy as you go. Constantly tweak your Ad copy to try to get better CTRs.
12. To achieve a higher CTR, use exact keyword matching by putting your keyword/s in square brackets:
[buy vitamins]
[vitamins]
Your ad will not appear for queries that include other keywords. For the example above, the ad would not appear for *free vitamins* or *discount vitamins*. It would only appear for the keywords: *buy vitamins*, and *vitamins*.
13. Be sure to create negative keywords for the terms that do not pertain to your promotion. This gives you more control over who sees your ads so you won't pay for clicks that are unlikely to produce well-targeted results.

If your keywords are negative-matched, your ad won't show if the user's search includes that word. Add the negative character (-) in front of the keyword you'd like to exclude. For example, if your keyword is **satellite dish** and your negative keyword is **-free**, your ad will not show when a user searches on *free satellite dish*.

14. Always include both singular and plural versions of keywords.
15. Add more keywords and more groups of keywords as you think of them.
16. Create a separate Ad Group and Ads for your misspellings list, another one for your abbreviated keyword phrases, and so on.
17. 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.
18. After your campaign has been running for a couple of weeks, re-do ads with low CTR's. Google automatically disables the keywords with very low CTR's (less than .05%). You can get disabled keywords re-enabled by rewriting ad copy or adding new ads. Don't give up on these ads. Just try something new.
19. Keep in mind that you can stop your AdWords from running at any time by clicking on the "Pause Ad Group" link.
20. Ramp up your efforts during the Holiday Season. From November 1st to Feb 1st you will see a dramatic increase in clicks, and better conversion rates. That is, more people buy during that time. Try to have as many AdWords running as possible during those very lucrative months.

Step #8: Track your campaigns

You will want to keep track of your campaigns and make sure that you are making money and not losing it. Simply log in to your Affiliate Program and visit the Statistics/Reporting section. See how much commission you earned that day (or for any day or date range). Then, log in to Google AdWords and see how much that corresponding Campaign cost you the same day. Subtract your costs from your commissions. The result is your profit.

For some of my campaigns I check periodically and make sure that I am still earning more than I am spending. For other campaigns I keep track of them every few days on a spread sheet.

Below is a spreadsheet that I use to track a campaign I have been running for www.amazon.de (German Amazon). You can find this spreadsheet on the [Google Cash Resource Website](#) and can use it as a template to create your own. Every few days I log in to Amazon.de's affiliate tracking website and research:

- How much I earned in commissions the previous days.
- The shipped items revenue.
- How many new orders there were.
- How many clicks (visitors) I had.

I plug those numbers into the spread sheet below. Excel automatically figures out my conversion rate. The conversion rate is simply your amount of sales divided by the number of visitors. So in this case: “# ordered by day” divided by “# of Clicks by day”.

	A	B	C	D	E	F	G	H
1								
2		De Amazon	9-Dec-02	10-Dec-02	11-Dec-02	12-Dec-02	13-Dec-02	14-Dec-02
3		# Of Clicks by day	1063	1087	878	1064	974	774
4		# Ordered by day	333	333	360	339	320	357
5		# Shipped by day	111	288	259	310	253	290
6		Conversion Rate	31.33%	30.63%	41.00%	31.86%	32.85%	46.12%
7								
8		Daily Shipped Items Rev	\$1,718.41	\$4,082.40	\$4,041.61	\$4,678.14	\$3,465.00	\$3,978.89
9		Commission on Shipped	\$171.90	\$398.10	\$372.95	\$460.95	\$341.48	\$393.45
10								
11		AdWords Daily Cost	\$53.15	\$54.35	\$43.90	\$53.20	\$48.70	\$38.70
12								
13		Daily Profit	\$118.75	\$343.75	\$329.05	\$407.75	\$292.78	\$354.75
14								

Next, I log in to AdWords to see how much my ads cost. I plug that number into my spreadsheet. The spreadsheet calculates how much profit I made that day by subtracting my costs from my commissions.

You can create a spreadsheet for each campaign. Keep track of them for a while and then eliminate campaigns that are losing money or are not performing well. And nurture your cash cows.

The spreadsheet above is from my Amazon.de Campaign during the 2002 Christmas Holiday Season. I bought Google AdWords for the keywords: *amazon*, *amazon.de*, and a few more, for Germany only. When someone in Germany searched for *amazon* on Google, my Ad appeared. They clicked through and, as you can see from the spreadsheet above, about 30% of them purchased something. At the time, Amazon.de was offering 10% commissions for all purchases during the Holiday Season. You can see from the spreadsheet above that this campaign, which only took me about 15 minutes to setup, was making a profit of \$115+ to \$400+ a day.

Step #9: Use eBay to get clicks

Here is an extraordinarily easy and extremely successful idea. Use eBay to get clicks and bring visitors to your merchant's sites.

First, if you are not already doing so, start using eBay to buy and sell things.

The online auction site eBay.com is the 12th most visited site on the Internet, with 41 million members and 1.5 Billion page views per month. You can use that level of traffic to your advantage.

[Click Here](#) to register on eBay.com for free now, if you haven't already done so.

Once you have established an account with eBay and have bought and sold a few items, add a few affiliate links in your description.

Ebay has a rule that prevents you from sending an eBay customer directly from your auction listing to a separate website via a link, unless that website has more info on the product you are selling.

In your auction description, provide a “[For more information on this item Click Here](#)” link. Use an affiliate link that links to a product description page.

Note:

eBay will not allow your link to direct the customer to a “Buy it Now” page. Link only to a product description page.

I always have several Dell laptop auctions running. I place a link to Dell's page in my Auction Description. This Dell page has more information and specs on the laptop and of course the link has my Dell Affiliate ID in it. If the customer buys anything from Dell while on their website, I will get a commission.

I have several auctions that run on eBay continually. I even maintain auctions on items I know will not sell quickly. I have auctions with a low starting price and a high Reserve Price.

Note:

A **reserve price** is a tool eBay sellers can use to stimulate bidding on their item while reserving the right not to sell below a **price** they have in mind.

The end result is that I get a lot of exposure, and frequent commissions for a small insertion fee of \$3.30.

Some of my Dell Laptop Auctions receive thousands of page views and a fraction of those follow my Dell Affiliate links and purchase from Dell. This earns me a nice commission. For Example, I insert my auction for \$3.30, it has 3,000 page views over the 10 day period, 200 clicks on my dell links and from those 2 purchases. All this for only \$3.30.

Useful Tip:

I highly recommend the eBook titled "[Silent Sales Machines Hiding on Ebay](#)". This eBook will convince you that your "About Me" Page on eBay can drive traffic to desired places, and make you money.

There is a link to this eBook on my [Resources](#) page.

Step #10: Use Classified Ads

Classified Ads provide fantastic exposure. Once I find a very successful program with big commissions (like the satellite system program with \$50 commissions). I place my ads in classifieds. I buy classified ads for \$1 a piece in 250 different newspapers across the US. These newspapers, combined, have a circulation of about 1 million readers. For only \$250 my ads can reach 1million readers. I place my Classifieds with the company, [Nationwide Newspapers](#).

The ad writing techniques described in Step #5, p. 59 can be used to write classifieds. At the end of my classified ad, I have a URL that the customer types in to their browser.

For example:

Free Satellite TV System
Free Installation in up to 4 rooms.
Bonus \$50 credit. Order Now!
visit: www.GoogleCash.com/sat

In my classified ad I give a URL – for example: www.googlecash.com/sat

This is my domain and the page is a redirect to the merchant site with which I am affiliated. Click on the link below to see how it works.

When people type this URL into a browser, it takes them to the merchant site and passes on my affiliate ID.

This method also allows me to place a nice URL in the ad, for example: www.googlecash.com/sat, in lieu of the long affiliate link URL which would

be more difficult to type in. A short and sweet URL ensures ease and accuracy.

Here is how to set this up:

First, you need a website on which you can post a page. Don't worry if you do not have a website. There are plenty of free website services available to you.

[Click Here](#) to sign up for a free website with [DotEasy](#). They offer free website hosting without banners. Most free web hosting companies put advertising banners on your website. I prefer DotEasy because they do not.

Once you have signed up for a free website and have received your URL, the next step is to create the redirect page.

Basically, all that you have to do is create a new webpage with the following code in it:

```
<HTML>
<HEAD>
<meta http-equiv="refresh" content="0; URL=http://affiliate-
program.com/your-ID">
</HEAD>
<BODY>
</BODY>
</HTML>
```

Copy and paste, or type this code into notepad. Save this code as a webpage, "index.htm" (without the quotes of course).

On your DotEasy server (or other server) create a directory with any name. For example, "sat" (short for satellite). Then upload the index.htm page to your DotEasy server. Put it in your sat directory. That's it!

You advertise (<http://www.-enteryourdomainhere-.com/sat>) in your Classified Ad. When people enter it in their browser, they're automatically redirected to the destination website (<http://affiliate-program.com/your-ID>). And you get the commission when they buy.

A Concept to Try on Your Own

By now, you are probably chomping at the bit and ready to make some money.

Here is a profitable Campaign that will get you started earning money today.

It is not difficult to find profitable programs using the techniques that I showed you in “Step #2 – How to Find and Choose Lucrative Affiliate Programs”.

Let’s begin your first profitable affiliate program together. As mentioned before, information products pay high commissions. You can earn 50% commissions promoting this eBook. That’s over \$22.00 per sale, which is a **great** commission.

Clickbank manages my (and many others) affiliate program. All you have to do is become a member of Clickbank – it is free and fast. [Click Here](#) to go to Clickbank and join as an affiliate of this eBook.

Clickbank will provide you with a link that has your affiliate ID embedded in it. When a customer clicks on that link they are sent to my website: www.GoogleCash.com. On the backend, however, they have passed through Clickbank and your affiliate id has been inserted into the server. When the customer buys the eBook, you receive \$22.60.

This is an ideal place to learn the tricks of the trade. And of course, e-mail me along the way with any questions.

Step 1

If you already signed up with Clickbank and have a Clickbank nickname, [Click Here](#) to receive your Affiliate Link.

If you have not signed up yet, sign up for free with Clickbank to get your affiliate identity (nickname). Just complete the simple form on their website. Upon completion, you will also receive your Affiliate Link to GoogleCash.

[Click here to sign up for FREE with ClickBank](#)

Step 2

Now that you have an Affiliate Link to GoogleCash simply use it in your Google AdWords Campaigns (or on your website, eBook or in e-mail messages).

Your link should look like this:

<http://hop.clickbank.net/?xxxx/googlecash>

Note: Your Clickbank Nickname should be in place of 'xxxx'.

It is that easy! Now all you have to do is research keywords that I have not come up with. Trust me there are many. I have barely scratched the surface. Remember Step #4 – Researching Keywords. Then, log in to Google AdWords and setup a campaign for those keywords.

Note:

Google does not allow advertisers to use the keyword *Google* in their Ad, except in the destination URL field. So for my display URL, I use www.AffiliateJackpot.com. This is a URL that I have pointing to www.googlecash.com.

So my ad might look something like this:

Make money from home
Earn thousands writing AdWords
part-time. No website needed.
www.AffiliateJackpot.com

For the display URL use: www.AffiliateJackpot.com.

This URL goes to www.googlecash.com.

For the destination URL, use your Clickbank affiliate link:

<http://hop.clickbank.net/?xxxx/googlecash>

If your ads result in just 10 sales a day, that is \$226.00. Imagine the possibilities!

Now that you are a member of Clickbank you can promote any of their eBooks, software or other Information Products. Browse through Clickbank's categories and look for Information Products that interest you and have good commissions.

Note:

Clickbank does not have a search feature, which can make finding a good product that matches a good keyword extremely difficult.

Luckily, I found an excellent resource. [CBmall](#) actually built a search engine that specifically searches the entire ClickBank MarketPlace. So if you found some interesting keywords and you need products for them, just go to the CBmall Search Engine and enter the same keywords, or variations of them. You'll get a list of products that would make sense to promote for your Google keywords.

Example: You notice that "speeding ticket" gets a lot of searches. You go to CBmall and type in "speeding ticket" and you see an eBook called "Case Dismissed". Bingo. You just found a product you can promote.

You can find and use the CBmall keyword search engine on my resource website, or [Click Here](#) to visit CBmall.

There are over 10,000 eBooks on Clickbank. You are sure to find some worth promoting. When you have found a promising one, follow their instructions to get your Affiliate Link URL. Next do keyword research and write some Ads. Setup a Google AdWords campaign. Check your statistics on Clickbank and Google AdWords everyday to make sure that you are making more money than you are spending.

Note:

People don't usually buy eBooks the first time they visit the website. So it might take a couple of days for the purchases to start. However, Clickbank places a cookie on the user's computer so you will get credit for the sale.

I recently found out about CBmall. The CB stands for Clickbank, and by signing up for an account, you can use CBmall to generate commissions from thousands of top-selling Clickbank InfoProducts. The cool thing is that the mall is organized into niches, with each page being focused on a particular niche. This is great for keyword promotions. For example, you could buy some cheap traffic keywords you research, and send them directly to a matching page within the mall using your affiliate link. Since there are close to 100 niched pages within the mall, the possibilities are huge.

Using CBmall takes the work out of finding products. You just use your affiliate link. They do all the html maintenance, support, hosting, downloads, etc. You don't even need a web site. And you keep 100% of whatever commission the merchant is offering (typically around 50%).

I should note that CBmall has some cool extra features including a newsletter that follows up with your subscribers for months, and each issue has YOUR links in it. Talk about autopilot follow-up. You could make a sale 4 months from now to someone who visits today.

[Visit the CBmall here.](#)

Now you're ready to make this system your own. Perfect your skills by promoting the Information Products you have chosen. Email me with any questions or obstacles you run into. Soon, the process will become second nature to you! This is when it gets even more fun! Apply your interests and knowledge to your own campaigns. Be creative, be thorough, and you will be successful! And of course, have fun along the way!

You can do this! The hardest part is taking the first step. If you do it, you will succeed.

Good Luck!!!

Important Updates – Latest Tips

Pop-Ups

As I mentioned earlier in the book, Google will disapprove AdWords that go to sites with pop-ups on the landing page. At first look this seems like a big problem.

You want to promote a website but they have a pop-up on their home page, so your AdWords will be disapproved.

Whenever I find this, I get a little excited. The reason is that this is a big deterrent for many people. When people see that, they move on and look for another website to promote. If I find such a site, and think that it will convert well and offer a profitable campaign, I sign up for their affiliate program.

Often, I can find a link or create a link to one of their pages that does not have a pop-up. If I can't create such a link, I just send them an email and ask them for a link to their website (with my affiliate ID in it of course) that goes to their page without a pop-up. It is in their best interest to provide me this link, because I am sending them targeted traffic.

So look at this as an opportunity, there will be much less competition!

I recently added a pop-up on exit to GoogleCash.com to collect subscribers to my newsletter.

However, I have a link for my affiliates that goes to my page without a popup:

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

Note: Your Clickbank Nickname should be in place of 'xxxx'.

An Important Note for International Users

If you are in a country outside of the US and you do a search on www.Google.com you will not see the Google AdWords that are targeted only for the US.

For example, I live in Mexico part of the year. When in Mexico, if I search on Google.com for the keyword: *mortgage* – there are only two AdWords. That is because I am seeing AdWords that are either targeted for Mexico or for All Countries. In order to see the AdWords that are only targeted for the US, I visit:

<http://www-sj.google.com>

Then I do my search for: *mortgage*. And voila – there are tons of AdWords.

So, if you are in a country outside of the US and would like to see AdWords targeted towards the US visit:

<http://www-sj.google.com>

Then do your search and you will see the US AdWords.

The AdWords Analyzer

The AdWords Analyzer is a great tool that saves a lot of time and really helps to identify niche markets that have little competition.

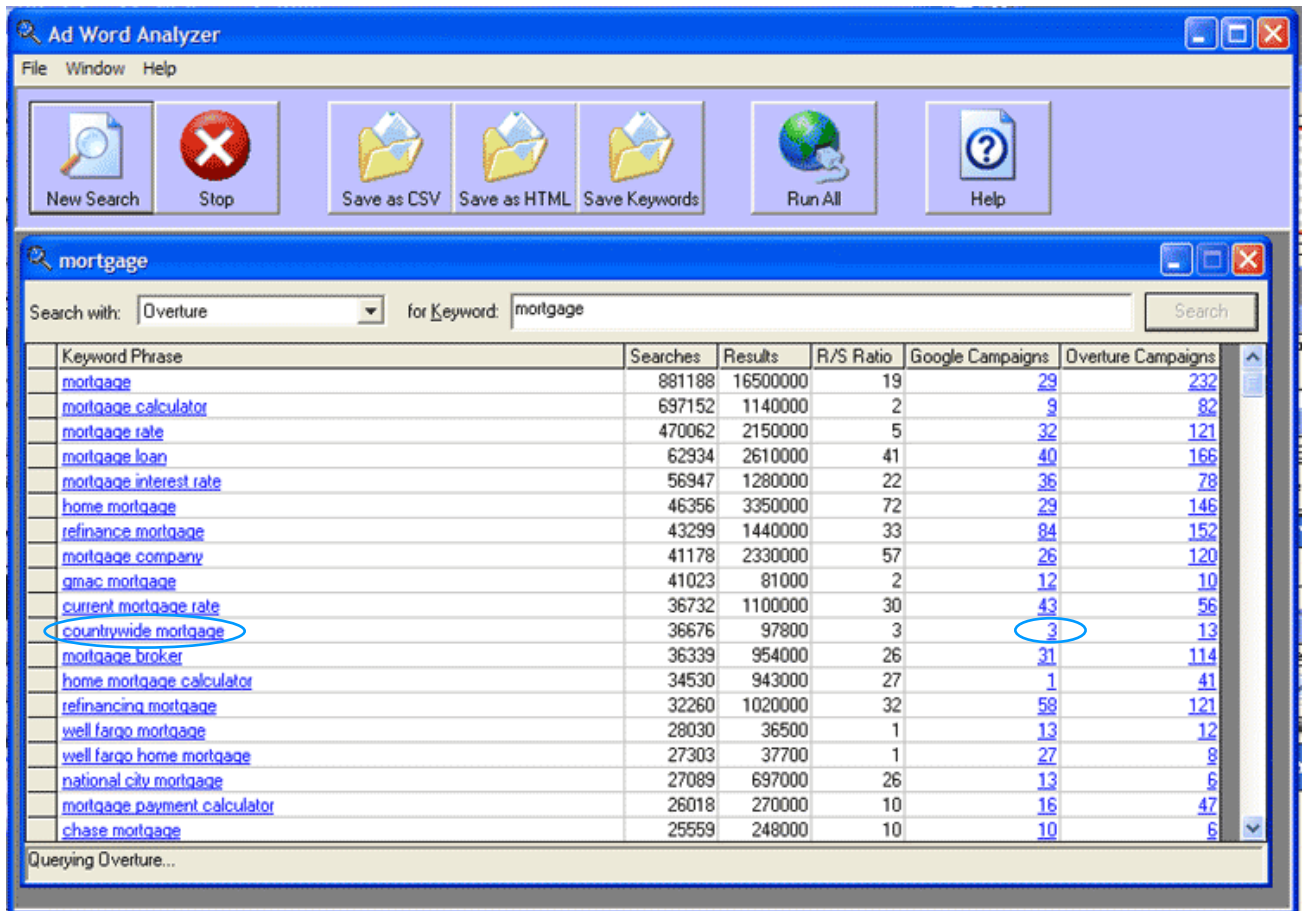
Here is how it works. You enter a keyword into the Analyzer.

It automatically shows you:

- A comprehensive list of all **RELATED** keyword phrases!
- The **number of searches** that were conducted throughout the previous month for **each keyword phrase**!
- The number of advertising campaigns that currently exist - **for both Google AdWords AND Overture**!
- "Supply and demand" by giving you the ratio between the number of any given keyword search and the number of related websites so you can make more money in any niche!

You can use the Analyzer to identify high traffic search terms that no one is buying Google Adwords for. Another use for the tool is to identify niches that are just too competitive to enter.

See the screenshot below. I entered the keyword: *mortgage*.



Ad Word Analyzer

File Window Help

New Search Stop Save as CSV Save as HTML Save Keywords Run All Help

Search with: Overture for Keyword: mortgage

Keyword Phrase	Searches	Results	R/S Ratio	Google Campaigns	Overture Campaigns
mortgage	881188	1650000	19	29	232
mortgage calculator	697152	1140000	2	9	82
mortgage rate	470062	2150000	5	32	121
mortgage loan	62934	2610000	41	40	166
mortgage interest rate	56947	1280000	22	36	78
home mortgage	46356	3350000	72	29	146
refinance mortgage	43299	1440000	33	84	152
mortgage company	41178	2330000	57	26	120
qmac mortgage	41023	81000	2	12	10
current mortgage rate	36732	1100000	30	43	56
countrywide mortgage	36676	97800	3	3	13
mortgage broker	36339	954000	26	31	114
home mortgage calculator	34530	943000	27	1	41
refinancing mortgage	32260	1020000	32	58	121
well fargo mortgage	28030	36500	1	13	12
well fargo home mortgage	27303	37700	1	27	8
national city mortgage	27089	697000	26	13	6
mortgage payment calculator	26018	270000	10	16	47
chase mortgage	25559	248000	10	10	6

Querying Overture...

The Analyzer shows that for the keyword *mortgage* there are 232 Overture Campaigns and 29 Google Campaigns. Now that is just way too many.

As I scroll down the list I see: *countrywide mortgage* only has 3 Google Campaigns. This looks like an opportunity to promote a mortgage companies affiliate program using AdWords for the keyword: *countrywide mortgage*.

I recommend the AdWords Analyzer because:

- It works fast and displays results that are very easy to understand.

- **It instantly identifies underdeveloped niches, and search terms worth building campaigns around.**
 - The results can be saved in a variety of ways, including as a spreadsheet.
 - It is low cost.
 - It really saves a lot of time.
-