

"Never before has it been possible to get thousands of potential customers flocking to your website within minutes of launching your advertising campaign"

Now YOU Can Uncover The Secrets Of Highly Profitable Advertising, And Unravel The Mystery To Making More Money From Any Product Or Service That You Want To Sell On The Internet

Is your online advertising working?

Dear Friend,

You are about to discover how to get hordes of potential customers flocking to buy your products or services within minutes of creating your ad campaign... and all for just a few pennies each.

It doesn't matter how good your product or service is and it doesn't matter whether it's your own product or someone else's.

And it doesn't matter how good your web page sales copy is either...

If you want to make money online it all comes down to one thing... **MARKETING!**

And the main aspect of your marketing is your advertising, which can be costly at the best of times, but it can be downright deadly to your business if it doesn't deliver results.

Now...

Are you thinking about starting an online business, or do you already have a website?

Are you already in business and actively promoting your products and services?

If you answered yes then this will affect you...

As you know, all businesses need to advertise... but what is the best form of online advertising for your business?

To know the answer you must first know the all-important questions...

- **How can you get your profitable advertising campaign set up and running within minutes?**
- **How can you ensure you get the very best return on your advertising investment?**
- **What online advertising is virtually guaranteed to bring hordes of prospects to your website?**
- **What kind of advertising do you pay for only if someone clicks on your ad?**
- **What type of online advertising allows you to split test ads and keywords?**
- **What kind of online advertising allows you to control your ad budget automatically?**

The answer is Google AdWords' pay per click



STOP!

Everyone thinks they know everything about Google Adwords? Well... there just happens be a few things some people don't know...

... like how to make some serious money

If you're new to marketing your business online or even if you have a well established business on the Internet... **you need traffic!**

Traffic is potential sales... traffic is cash in the bank and traffic is the life-blood of your online website or blog. If you want to make money from sales of products, get members to your membership website or just build a list... there is no two ways about it... **YOU NEED TRAFFIC!**

Now, there are a number of ways you can generate traffic...

You can place classified ads offline in the press... costly!

You can write and submit articles and press releases... too slow!

You can use free advertising pages, redirected traffic or any number of other crazy online traffic generation methods, and you'll find them all... utterly and totally useless.

And at best... unpredictable!

Or... you can use Google AdWords pay per click... which is instant and effective!

But... if you don't know what you're doing, your Google AdWords campaign could break your bank and leave your business totally dead.

Like everything in life there's a right way and a wrong way to go about things. The same applies to setting up and managing your online advertising. Do it right and you'll reap the inevitable rewards, but do it wrong and it will cost you precious time and money.

So... ready to find out how to get your online marketing campaign on track?

Need to make sales right away?

On a tight budget?

Why Choose Google AdWords For Your Advertising Campaign?

Google AdWords allows you access to a worldwide marketplace of searchers and shoppers, and Google has made it easy for these people to find you by using the search facilities they provide.

Just look at some of the amazing facts about Google...

🟢 **Google is the world's largest search engine and receives a billion search requests every day.**

🟢 **Google's index of web pages is the largest in the world, comprising of billions of web pages, and it can search this massive collection of web pages in less than half a second.**

🟢 **Google's turnover is estimated at \$10.5 billion a year.**

🟢 **Google employs more than 19,600 top ranking people, many with Ph.Ds.**

🟢 **Google can search pages in 42 different languages.**

So Google is a serious business that provides a superior service and generates serious profits.

So why wouldn't anyone want to use this company's service and free tools to make money?

Its huge reach across the globe makes it the ideal international business partner, but it can also help if you just want to trade locally.

When you set up your Google AdWords campaign it doesn't mean that you have to advertise to the whole world.

If you have a shop in London then you can just target your advertising at Londoners if you want to.

And the same goes for any type of business anywhere in the world. You have the choice to advertise locally, nationally or internationally.

Just watch this short introduction video to learn more...

Video

Google allows you to target your market with absolute precision, wherever you are in the world. And if you've never thought about using Google AdWords for your business, just watch these short videos and see what it has done for others...

Success Story #1

Video

Almost any type of business can benefit from a Google Adwords account including...

Success Story #2

Video

There's no better way to announce a new product or service to the world...

Success Story #3

Video

Understanding The Logic Of A Search Engine And Applying It To Google AdWords

It's true that many people have lost heavily by using Google AdWords, but that's because those people assumed they knew what they were doing. The only reason their Google AdWords campaign didn't pay off for them is because of a number of critical factors.

It's truly amazing how Google has done everything it possibly can to provide all the information and tools necessary for any business to make a killing using its system, and yet some people go blindly in and ignore all the rules.

We will never understand this approach.

But what we do understand is... how to set up a website so Google absolutely loves you.

You see, to make Google work for you... you have to first work to please Google. And how do you do this?

Simple!

The first rule to remember is... **Google is a search engine!**

It has been intelligently designed and is methodically maintained by some of the brightest brains in the world. Its purpose is simply to serve the searching public by delivering results based on keywords and keyword phrases they type into the search boxes..

For example...

If you search for cars using the broad keyword "cars", Google will throw up millions of results for all types of cars.

But if you narrowed your search and searched only for a particular manufacturer of cars, say Ford, using the keywords "ford cars", then Google will only bring up results for Ford cars.

Now, if you narrowed your search further and searched for a particular model of a Ford Car, such as, "ford focus", Google will only find websites relating to the Ford Focus. And it doesn't stop there...

By searching specifically for what you are really looking for and getting the exact results you want is why Google exists. So if you were looking for a...

"ford focus zetec in birmingham, uk" and you typed in this search phrase, you will find exactly what you are looking for, providing that what your are looking for actually exists on the Internet.

So, Google will have done what you have asked it to do. It has performed it's duties. But have the advertisers done their bit?

Well... for 90% of them, the answer is no!

If Google doesn't bring up the exact match you expected for your search terms, it's not Google that is at fault... It's the business owner.

Why?

Because the business website is not properly optimised for the Google search engine. And if your website is not properly optimised then you will pay more for your clicks, which means you could be paying 2 or 3 times more than your competitors or more than you have to.

And if your website doesn't contain enough relevant content to the search terms or keywords, your Google ads might not even show at all.

Keep It Simple, Keep It Relevant And Get More Clicks For Almost Guaranteed Profits

So, what can you do to get more clicks for your money and ultimately convert more visitors into buyers?

Well, when you realise that you have to set your Google Adwords campaign up so it conforms to the logic of search engine technology... the rest is easy!

Serious! It really is...

There's just one 2 word phrase you need to really understand and focus on and that is...

"Quality Score"

Quality Score determines how high your Google ad will be ranked. In general, the higher your Quality Score, the lower your costs and the better your ad position.

I could go into all the technical details about Quality Score but instead I'm going to explain its significance in the most straight-forward way I possibly can.

The word "Quality" refers to the quality and relevance of the content on your web page. Basically, your web page must contain quality information about the keywords you are targeting. For example...

Let's say you want to promote lawnmowers. So you have a web page created and you write some content all about lawnmowers, which you place on the page. Now remember to drill right down to what you think your prospects will search for regarding lawnmowers.

Will it be electric lawnmowers, petrol lawnmowers or ride-on lawnmowers etc, etc? **These are your keywords!**

If you want to promote all types of lawn mowers then the web page content must make reference to all the various types of lawn mowers... **the keywords.**

Now, when you think you have the content just right, with all the right interesting information about all the various types of lawnmowers that you want to promote, the next thing to look at is the Google ad itself.

The ad must target keywords within your web page, for example...

"Discount Lawnmowers
Petrol mowers & electric mowers,
all makes. Free delivery this week"

The main keywords are "**Discount Lawnmowers**", "**petrol mowers**" and "**electric mowers**".

Your web page content must have these keywords somewhere in the first third part of the text. The more relevant your keywords are to the ad and the web page content, the less you will have to pay per click.

Over the course of a week this could make a very significant difference to your profitability.

Remember! You only pay each time someone clicks on your ad. So let's say you've done all the necessary work involved in putting together a keyword-rich campaign, together with highly relevant content.

This could be the outcome...

You pay on average 20p per click and for every 50 clicks you get 2 enquiries. You convert one in two enquiries into a sale. Each sale is valued at an average £300.00 and the profit margin is 35%. So, this is how your campaign looks...

Cost of clicks = 20p x 50 = £10.00

Cost of lead = £10.00 divided by 2 = £5.00

Cost of conversion = £10.00 (Because it still cost £10 to convert a lead into a sale)

1 sale = £300 x 35% = £105.00 less £10.00

Net profit = £95.00

Let's say you set a Google AdWords budget of £100.00 per day. That would amount to 5 sales a day with a net profit of £475.00 or £3,325 a week.

Now this is a typical example of how to make sales of a typical everyday household type item, and the income is... okay, but...

It's not much to get excited about is it?

How To Make An Absolute Killing With Your Google AdWords Campaign

The examples we have looked at so far are a good representation of how Google AdWords can work for you if you're selling some everyday type of product, which has a relatively small profit margin... but what if...

What if the product was someone else's and you were promoting it as an affiliate? Some affiliate programs pay as much as 75% commissions. And all you have to do is direct buyers to the seller's website. The product owner takes care of the rest and then pays you a commission.

So, let's look at how this might work with Google AdWords...

Let's say you sign up to join an affiliate program promoting someone's ebook about weight loss and fitness. The price of the book is £37 and the commission payment is 70%. That's £25.90 for you every time a book is sold.

Now here's what you have to do...

Every affiliate product being promoted on the Internet comes with its own website and sales letter. Read through the sales letter carefully and make a note of all the benefits. For example...

"Lose 10 pounds in 7 days"

"Reduce your waistline by 2 inches in just 14 days"

"You don't have to go to the gym"

"Spend just 20 minutes a day"

Find as many as you can from the sales letter then create a one-page website and list all the benefits in a way that will create curiosity. The purpose of your web page is to get prospects to click on your affiliate tracking link, which will take the prospect to the product owner's website.

Don't forget the importance of relevance and keywords that we mentioned earlier.

Now this is how your own short sales copy might be presented...

Headline: ***Could This New Weight Loss System Be The Answer Everyone Has Been Looking For?***

(Body copy/bullet points:)

- **Can this new system really guarantee that you'll lose 10lbs in just 7 days?**
- **Will it really reduce your waistline by 2 inches in just 2 weeks?**
- **They say it takes just 20 minutes a day and you don't even have to leave your home...**
- **This is a major breakthrough and it's what we've all been waiting for...**
- **At last! A guaranteed weight loss system that really does work.**
- **It works for everyone who tries it and it will work for you too.**

You owe it to yourself to find out more... click here now!

Get the idea? Create curiosity to get your prospects to click on your affiliate link. To make your web page more relevant to the product you are promoting, add some articles about weight loss and slimming. You can get them for free at ezinearticles.com. This will help to increase your quality score.

Now, let's do the maths...

It's usual to expect to convert 3% of prospects into buyers. So, let's say you are paying an average of 25p per click...

Cost per click: 100 clicks = 100 x 25= £25.00

3% = 3 sales at £25.90 = £77.70

Profit = £77.70 less £25.00 = £52.70

It may not sound like much but realistically you could easily get 3000 clicks a day, which amounts to 90 sales a day or £1,581.00 in profits... a day! **That's £11,067 a week.** It's purely a numbers game, but it can pay off handsomely when you get it right.

Remember! This is just one affiliate product. Want to make £30,000 a week? Then promote just 3 or 4 affiliate products that are paying commissions of around 60% - 75%. Keep your cost per click as low as possible by increasing your quality score and click-through rates.

This is just a simple illustration of what can be done using Google's pay per click. But the real big profits come from selling your own product...

You can create your own product or you can buy a product with **Private Label Rights** and make it your own product. Either way you're looking at 100% profits, which could amount to a **few thousand pounds more every week**.

Now You Can Easily Master Every Profitable Selling Technique And Cash Generating Strategy

Okay, now I've just been scratching the surface of what can really be achieved with Google's pay per click system... there's more... much, much more.

I know many people don't feel as though they have the time to learn about new things like technology and... anything else that might sound a bit too complicated or boring. But... the good news is Google's pay per click system is easy to learn.

And what could be more boring than losing money on your advertising every day?

There's quite a lot to know about setting up a real killer Google AdWords campaign and that's a fact. So it's just as well then that there's a brilliant video training programme available that will help you master every little technique and strategy.

I could go on and on here writing about everything you need to know and what you should do and shouldn't do, but wouldn't it be better and easier if you just watched a couple of high quality training videos, which showed you step by step how to do everything right?

Of course it would. It's always much easier to learn if someone shows you how to do something rather than tell you how.

Well, it's been a long time coming but at last there's now a fully comprehensive training programme that has been created by professional Internet marketers. So now... it's time to get even with Google!

Before I explain more about this cutting-edge video programme, I can just hear you saying...

"Yeah but Google already gives you all the information about the AdWords programme on their website".

Yes, this is true. But go and try to decipher it all...

Find and read all the little snippets of information, which are scattered all over their website...

Set up your ad campaign and try it... see how much you'll lose before you finally get the hang of what you're doing.

You see the difference between reading about what Google says you should do, and watching a training programme that shows you what to do is...

- **The video training is based on what works**
- **It's already been tested and proven**
- **All you have to do is follow the simple steps**
- **Everything is explained in detail**
- **Just watch... learn... and profit**

Here's a brief outline of what the training course consists of...

Pause... Take A Breath... And Just Look At What You Get...

This training programme has been specially developed to make it easy for anyone to follow regardless of their Internet marketing experience. It covers just about every possible technique and strategy and that includes...

Goal Definitions and Key Performance Indicators (KPIs)

This section explains all the performance related tasks, which can be tracked and measured including impressions, click-through rates (CTR) and rate of conversions.

Campaign Structure Techniques

This section looks at how to structure your ad based on 3 levels, which are, account, campaign and ad group. Each account can have up to 25 ad campaigns

and there are different ways in which each campaign can be set up and managed.

The Quality Score Ad Ranking System

This is the bit you will want to watch over and over. It's absolutely crucial that you understand how Google ranks keywords and how the quality score system works. When you have grasped this vital point, you will be light years ahead of most of your competition. And never again will you waste money on any pay per click campaign.

Keyword Status And Minimum Bids

Minimum bids are decided by the keyword quality score, so again, the higher the quality score the lower the minimum bid. Google assigns minimum bid values to keywords based on their relevance. This is a "must see" demonstration.

How To Create Your Ad

If you're new to Google AdWords then this section is for you. And when you have learned the basics, the rules and the right techniques it will be time to actually create your ad. Many people get this so wrong, but you will be shown exactly how to get your ad absolutely right.

The AdWords Control Panel

This section might seem obvious to some people but it's quite surprising just how many people don't realise how much they can do here, from tweaking and adjusting to fine tuning.

The Google Ad Distribution Network

Not only can you have your ads showing on the Google search results pages, you can also have your ads showing on selected Google partner websites. This gives you a much farther and deeper reach into your niche market. The Google content network is in a word... phenomenal.

Contextual Advertising

Is this something worth considering? Well, first you must completely understand what the benefits are and what the pitfalls are. You'll only really know when you watch this video training programme.

Geographical Targeting Options

Want to advertise all over the world or just in your local town? It's your decision and whatever you decide you will always be in control. Targeting town by town will give you an insight into where are the best places to advertise. This can save you money and significantly increase your sales. Find out what else it can do.

Local Business Ads & Google Maps

If you want to target your ads at local prospects and you want them to come to your premises to buy your products, Google has a way of showing these potential customers exactly where you are based. If this would suit you then you need to find out more about Google Maps...

Keyword Match Mode Options

In this section of the training you'll discover how to use broad, phrase and exact match keywords for maximum impact. You'll get to grips with negative keywords and why you should use them. This is a very important section of the training and could increase the CTR of your ads dramatically.

Targeting The Tail

Here a section of training is devoted to keywords and how you should create your list. Google estimates that 50% of all searches are unique, which means there are 100 million unique searches made every day. There's something to get you thinking... and so are long tail keywords.

Automated Keyword Tools

Google provides you with an array of tools to help you get the most from your ad campaign, and you'll find the Google keyword tool invaluable. You can also get the Google spider to scan your web page for more relevant keywords.

The results will give you many more options to choose from. As keyword selection is obviously of primary importance, quite some time has been allocated to this section of the training course.

Is it getting interesting? It should be as all this information is covered on just one DVD!

There's more...

***There's More, More and Much More Than
You Could Ever Imagine...***

Now we're rolling! On DVD 2 this magnificent training programme delves deeper into the chambers of Google's premier advertising system. By now you'll be eager to find out what else you should know and what else is going to give you an enormous advantage over all your competition.

Well, get ready to learn about...

The Art Of Writing Your Ads

Your Google ad is restricted to just 25 characters for your headline and only 2 lines of text of up to 35 characters long for your main ad copy. Now that's not much room to tell the world about how great your products are, but...

Use this limited space wisely and you'll slaughter your competition. It's hard to believe, but I've seen some Google ads that read something like this...

[WJ Fairweather & Sons](#)

Suppliers of quality shoes

Established 1878, London

www.fairweather-shoes.co.uk

Now this is an example... but if you know anything about advertising you will instantly see that this is a complete waste of money.

Who really cares about Fairweather Ltd?

So they supply quality shoes... and so do plenty of other companies

And who cares when they were established?

All anyone cares about is the whether they can supply the best shoes for the least amount of money right?

Thousands of businesses make mistakes like this all the time, and Google punishes them for it, but what do they do? They just boldly and blindly carry on stubbornly ignoring the fact that ads like these are costing them a fortune. Some people just will not be told and will never, ever learn.

Which is good news for you... because people who don't learn about Google AdWords will never make money and those people who do learn all the tricks will always make money.

The next section of the second DVD is all about...

Landing Pages Demystified

This is a real stumbling block for many online advertisers... most of them just do not have a clue about what should go on their web page. We touched on this a little earlier, but in this part of the training session you'll learn how to effectively construct a landing page that will **make Google love you**.

And if Google loves you, it will reward you.

Next you'll learn about...

How Much Is A Click Worth?

Setting your budget for your click campaign. How much should you pay for a click? What are the factors that determine this? How can you pay less and get more click-throughs? It's your money so obviously you must make the most of it.

Next you'll find out more about that all-important quality score we talked about earlier, only this time it's about tweaking and testing. Followed by...

Keyword Bidding Strategies

Should your ad be in pole position? Does the number one slot mean you'll get more clicks and make more sales? No it doesn't. But you can find out what positions fare best and why.

You can also find out more about...

Troubleshooting Your Ads

What should you do if your ad isn't pulling the response you hoped for? What do you do if your ad isn't showing at all? How do you track results and what can you learn from the reporting tools Google gives you?

We're not done yet...

Performance Analysis

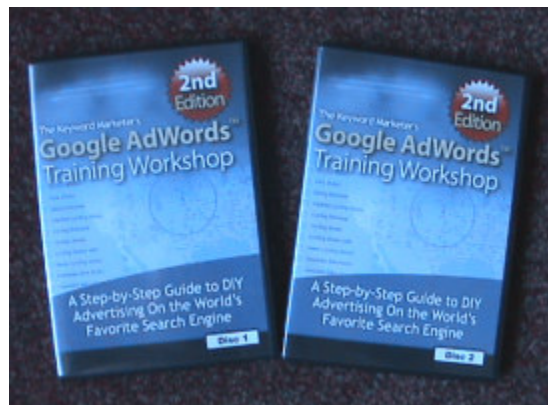
How can you improve performance if you don't know exactly how well your campaign is performing? Well, you can't. That's why you really must learn to use all the tools that Google gives you including the essential Analytics reporting tools.

When should you discard keywords that are not performing? Well, there are 7 important things you should know about before you decide to cull your keywords. Anything else?

Yes! Here's what else...

A load more vital information that I just couldn't possibly reveal here without giving away far too many secrets...

Quite simply... there's never been a better educational training programme about Google pay per click advertising. Every single advertiser, no matter how big or small needs a copy of the **"Google AdWords Training Workshop"** in their armoury, if they want to stay ahead of the pack.



Well, have you got your copy yet?

If you haven't you're in luck because...

For a limited time, this training programme is available from us at GM Marketing. And the really good news is it won't cost you the £137.00, which is the recommended retail price.

Here's the deal... order before Midnight, today, (javascript date) and you'll get this quality DVD set for just £67.00 plus £4.95 Postage, Packing and insurance.

What's more...

***100%, No-Quibble, Full Money Back
Guarantee!***



Order with confidence!

Order your copy of the **"Google AdWords Training Workshop"** and try it for yourself. Watch it over and over as many times as you want and use the information to make money from your Google AdWords campaign.

And, if within 30 days of receiving your purchase you are not completely satisfied with your product then simply return it to us. We'll then issue you a 100%, no-quibble refund, with no questions asked. That's how confident we are.

Wait!

There's more...



Place you order this very day, before Midnight, (javascript date) and we'll give you this very special bonus product **absolutely free!**

This is a very valuable **tools and resource** disc containing 4 essential online marketing tools.

These tools will help you get ahead of the advertising game and stay there. You'll wonder how you ever managed without them and they are yours free when you order before the deadline.

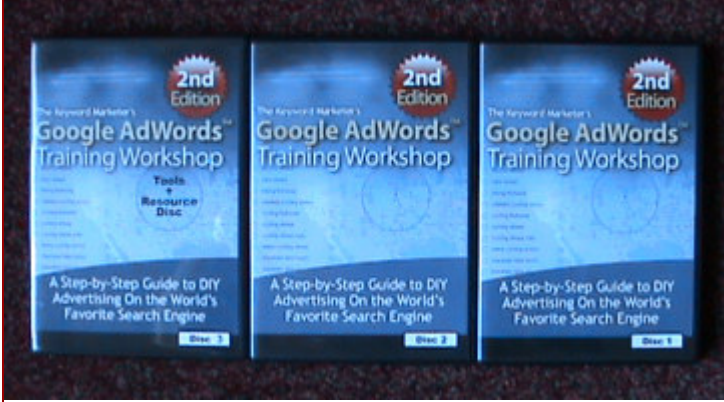
We don't have an unlimited supply of the **"Google AdWords Training Workshop"** and the price could go back up at any time. So there's no time like the present...

Get your order in right now and you could be reaping a serious cash harvest in just a few days from now.

~ ~ ~ Place Your Order Here ~ ~ ~

**Yes! I'm serious about making money online.
Please reserve my copy of the...**

***"Google AdWords
Training Workshop"***



**Including the free bonus Tools & Resource disc
All for just £67.00**

Plus £4.95 Postage, Packing & Insurance

Click Here to Order Now!

PayPal VISA MasterCard American Express Discover

This Site Uses
128bit SSL
Secure Servers

PRIVACY
GUARANTEED

Safe & secure online payment processing

Prefer to order by mail?
[Click here](#) to download a printable order form

With the **"Google AdWords Training Workshop"** to guide you, how can you possibly ever lose out on your advertising ever again?

Now you can crush your competition and grab a bigger slice of the market... **well why not?**

Best regards,

Scanned name

Name
Managing Director - GM Marketing

PS. Order today and get this amazing training programme at less than half the normal recommended retail price plus get valuable marketing tools free.

PPS. Remember! With our 30 day guarantee, you have absolutely nothing to lose.