



Google Cash 3rd Edition

How To Earn Thousands Writing Google AdWords Part-Time

Part 2 of 6

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Approximate time to read this document: 23 minutes

If you missed part one of this Google Cash Ebook - then please download it here:

<http://googlecash.s3.amazonaws.com/streaming/GoogleCash-Part1.pdf>

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Thank you for continuing on to Part 2 of the Google Cash book. In this section, I'm going to get serious and show you some step-by-step examples of profitable Google Cash campaigns. This is a very important section, so if you can, I highly recommend setting aside the time to read it start-to-finish.

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

Follow along here as I give you step by step examples of some of my successful campaigns.

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

This first example is an **extremely simple** campaign that I setup. 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 this simple example just to introduce you to the concepts.

Example #1: eBay

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!

Update! – eBay now pays affiliates up to \$50 per registration and \$.10 - \$.25 per bid depending on the volume of new leads and bids you generate.

I next conducted a search with the free [Google Adwords Keyword Tool](#)

This tool tells you how many times a keyword or phrase was searched for on Google's Search Engines during the previous month. This is useful in determining the popularity of particular keywords and particular markets.

I searched for the keyword: *ebay*. See the partial results below (next page):

Keywords	Estimated Avg. CPC [?]	Local Search Volume: April [?]
Keywords related to term(s) entered - sorted by relevance [?]		
ebay	\$1.00	37,200,000
ebay net	\$1.37	6,600
ebay home page	\$1.54	2,400
ebay online	\$2.09	90,500
ebay registration	\$2.05	2,900
ebay shopping	\$2.17	9,900
sell on ebay	\$3.03	110,000
www.ebay.com.au	\$1.29	Not enough data
buy on ebay	\$2.40	27,100
ebay business	\$4.65	60,500
ebay computers	\$2.65	8,100
ebay hong kong	\$0.54	2,900
ebay motor	\$1.06	60,500
ebay.ca	\$0.51	Not enough data
ebay.com.au	\$0.96	Not enough data
my ebay	\$0.61	246,000
www.ebay	\$1.09	Not enough data
www.ebay.co.uk	\$0.27	Not enough data

According to the Google Adwords Keyword Tool, **the keyword: ebay was searched for 37,200,000 times** on the Google search engine during April of 2009.

These numbers have obviously been rounded to at least the nearest hundredth (since they are very even), but they still provide a relatively accurate assessment of how often a particular keyword or phrase is searched for.

Next, I used the exact same search to determine **how much each keyword is costing per click**. This can be seen under “Estimated Average CPC”. **CPC stands for “Cost Per Click”**, and is approximately how much you can expect to pay each time someone clicks on one of your ads.

Keywords	Estimated Avg. CPC [?]
Keywords related to term(s) entered -	
ebay	\$1.00
ebay net	\$1.37
ebay home page	\$1.54

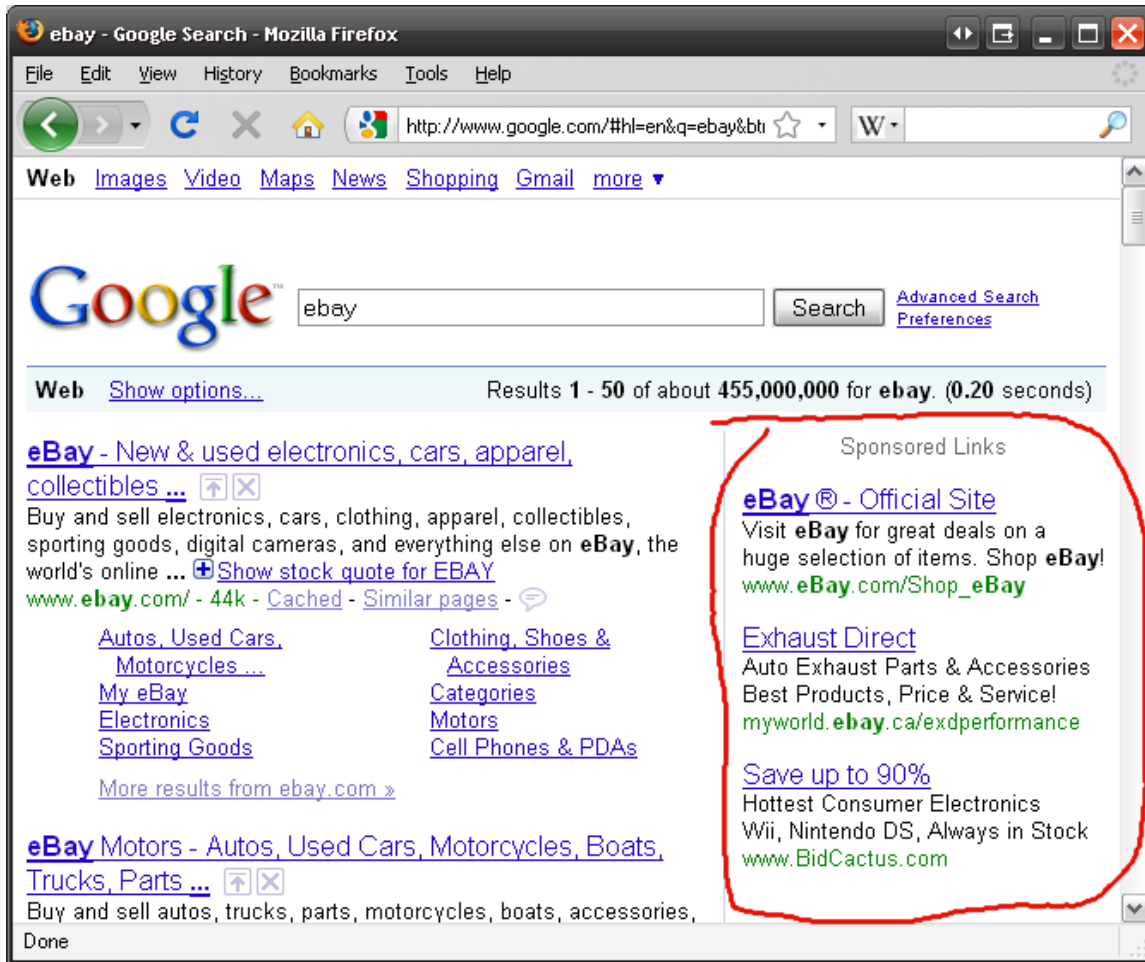
We can see from the search results (**this is the same search that was performed in the previous screen shot**), that the top three keywords cost between approximately **\$1.00** and **\$1.50**, which is a sign they may have too much competition to be profitable.

The Google Adwords Keyword Tool has a reputation for overestimating the average C.P.C.

Although you may have to pay the full CPC price at first, **once you have proven yourself** as being someone who provides ads users want to click on, **you may only have to pay half or even a third of the advertised CPC.**

Going back to the ebay example, the next step confirmed that these keywords have too much competition.

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



There were several AdWords for the keyword *ebay* (a total of **six** ads at the time), **all of which are from affiliates.**

In the above example, **none of these Affiliates have their own website. They simply place AdWords 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 their commission.**

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.

Don't worry if you are confused and have tons of questions at this point. This is just an introduction to the whole Google Cash system. The details for each step of the process are covered in later sections of the book.

I next asked myself...

What are other related keywords that someone might possibly search for?

What could someone search for 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 that I tried to sell a car online, 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 the Google Adwords Keyword Tool as indicated below:

Keywords	Local Search Volume: April	Global Monthly Search Volume	Match Type
Keywords related to term(s) entered - sorted by relevance			
autotrader	2,240,000	11,100,000	Add
autotraders	18,100	60,500	Add
autotraders.com	8,100	9,900	Add
www.autotraders	Not enough data	4,400	Add
autotrader insurance	Not enough data	2,900	Add
autotrader job	Not enough data	140	Add
classic autotraders	Not enough data	Not enough data	Add
northern autotraders	Not enough data	Not enough data	Add
autotraders uk	320	4,400	Add
www.autotraders.co.uk	Not enough data	1,300	Add
autotraders.co.uk	110	2,400	Add
northern autotraders llc	Not enough data	Not enough data	Add
www.autotraders.com	Not enough data	1,900	Add

There were **2,240,000 searches** in the USA for the keyword *autotrader* during April 2009, which shows there is a substantial number of users searching for *autotrader* on a regular basis.

Next, I used the drop-down box next to “Choose columns to display” to show the **average CPC** for the keyword *autotrader*.

That's a much better average cost-per-click price! **58 cents per click is a very good rate, considering that Google has likely inflated this.** Once your ads have been around for a while, you will likely be paying **much less** than 58 cents, making this an affordable campaign.

Next, I wanted to see how much competition there is, so 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 more than 2.2 million searches for the keyword *autotrader* during the previous month; and no Google AdWords Ads 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 the sign-up link easily.

It was very easy to sign up for eBay's affiliate program. I just had to put in my contact information, put in a few additional details, choose how I'd like to be paid, and answer a few questions about what I will be doing with the affiliate link.

I was now an eBay affiliate, and could log in to my personal account. Once inside, it was easy to access the area to get my affiliate link. I made sure to specify that I want an eBay motors affiliate link. I was given a link which looked something like this:

http://rover.ebay.com/rover/1/PLACEMENTID/1?AID=XXXXXX&PID=XXXXXX&loc=TARGET_ENCODED_URL

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 eBay's affiliate program 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 and I had the URL with my Affiliate ID in it.

In about 5 minutes I setup an Adwords ad.

I'll discuss in more detail later on how exactly to use the Adwords program, but for now I'm just going to jump right in to where I created this ad (see next page):

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: [widgets](#)

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: [widgets](#)
Estimated clickthrough rate: 1.7%

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

For the Headline I wrote: Better than auto trader. (Please note: **Google no longer allows the use of Superlatives such as “Better than” in your ad**. Instead you could write something like: Why use auto trader when there’s eBay.)

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: motors.ebay.com (**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 my affiliate link that eBay gave me. Remember, this link takes the customer “directly” to the eBay website (<http://motors.ebay.com/>) and provides them 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 results...

See the following screen shots:

The screenshot shows the Google Adwords Campaign Management interface in Microsoft Internet Explorer. The page title is "Ad Group #1" with links for "Pause Ad Group" and "Delete Ad Group". On the left, there is a "Create New Ad" section for the ad "Better than auto trader" with the following statistics: Clicks: 72, Clickthrough Rate: 1.0%, and Average cost-per-click: USD \$0.05. On the right, a table displays performance metrics for various keywords. The table includes columns for Keyword, Clicks, Impr., CTR, Avg. CPC (USD), Cost (USD), and Avg. Pos. The "Subtotal: Search Ads" row shows 72 clicks, 6696 impressions, 1.0% CTR, \$0.05 Avg. CPC, and \$3.60 total cost. Below this, a section for "New! Content-Targeted Ads" shows 0 clicks, 0 impressions, and 0 cost. An "Overall" summary row at the bottom of the table shows 72 clicks, 6696 impressions, 1.0% CTR, \$0.05 Avg. CPC, and \$3.60 total cost. A note at the bottom states: "* Lower CTRs for content ads will not adversely affect your campaign. [more info]".

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

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

I then logged into my affiliate account 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:

eBay.com (US) has recently asked Google not to allow advertisers to bid on their trademarked term, 'ebay' in their AdWords. Many 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: eBay.de (German eBay)

This next example earned a much greater rate of monthly profit. In January eBay.de deposited \$3,750 into my bank account, in February it was over \$6,000, and in March 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:

Google's Adwords 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 used the Google Adwords Keyword Tool, and performed a search for the keyword: *ebay*. **I clicked "Edit" above the search box, and chose Germany.**

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

I then did a search on Germany's Google: www.Google.de for *ebay*.

There were no Google Adwords being displayed...


"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 later on). 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>

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 (next page):

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			Summe
	Clicks	Euro	Clicks*	Sales**	Euro	
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 gezahlt).
** 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.

Conversion Rate = Registrations / 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 in 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 a quick webpage built giving some tips about eBay.de, how to use it, how to register for free, etc. It included links to eBay.de (with my 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 **Yahoo** Search.de (Yahoo Germany) Ads for the same keywords that I bought ads for with Google AdWords: *ebay*, *ebay.de*, etc. This greatly expanded my reach. Yahoo Search Ads show on their partner sites including Yahoo, CNN and NBC.

Buying Yahoo! ads is basically the same process as buying Google Adwords ads...

But there is one important distinction. **Yahoo Search does not let you link directly to the Merchants site from your Ad with an affiliate link.** The Yahoo Search 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. Yahoo Search 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, Yahoo Search 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.

In contrast, **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, **Yahoo Search only has one URL field.** It is **both** the display and destination URL. Yahoo Search 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 Yahoo Search'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 I find a profitable market, I build a simple content page in the form of a product or company review. I buy ads in Yahoo Search 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.

www.onestopgearshop.com is the page I put together in less than an hour for my ebay.de link for my Yahoo Search 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.

Also, the newly released Google Cash Revolution course shows you how to create very effective landing pages. It also goes into greater detail about producing great sales copy and selling the customer using tools such as email lists.

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, eBay.de deposited 3,536 Euros into my bank account (= \$3,712.90 USD). See the screen shot below:

Tag	Pay-Per-Click		Pay-Per-Sale/Lead			Summe
	Clicks	Euro	Clicks*	Sales**	Euro	
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

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.** Yahoo Search.de has both. **Setting up my Yahoo Search 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:

I have paused this campaign as its profitability dwindled. That is probably due to the fact that many Germans have now already signed up for eBay.de. Therefore, my conversion

rates dropped significantly. But, this is still an excellent example to learn how the process works. 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 but 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 built 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 Yahoo Search and bid on the same keywords that I use in my Google AdWords Campaigns, and I pointed the Yahoo Search Ads to <http://www.wherelenderscompete.com>.

Remember, Yahoo Search does not let you link directly to the Merchants site from your Ad with an affiliate link. The Yahoo Search 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'll 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.
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, 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 50 to 75 percent. The commissions are usually very high on information products because the profit margins are very high, since it costs almost nothing to reproduce these products.

There are over 10,000 Clickbank merchants & 100,000+ Clickbank affiliates worldwide.

Many of these 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 have a website.

Select a nickname. Click on the “submit” button which will bring up a confirmation page informing you that a confirmation code has been sent to the e-mail address you provided.

Within a few minutes (in most cases almost immediately) you should receive the confirmation message and code. **Copy the confirmation code from your e-mail and paste it into the confirmation code box on the Clickbank confirmation page.**

On the next page you will be shown your username and password for your new account. 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.

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.cj.com>

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:

It has been my experience that most affiliate programs don't even know about the Google Cash method of promoting affiliate links directly from Adwords. That is, they don't know that you can link directly to their product or service with your affiliate link using Adwords and no website. They don't mind that you do, they just don't even know that you can. So for many affiliate programs, they just assume that the way you will promote them is by putting a banner or link on your website.

The best way to get accepted to affiliate programs that ask for a website URL is to use a valid website URL that you have a relationship to.

Feel free to use one of my URLs from the list below to apply to affiliate programs or use other websites that fewer people may have already used when signing up to that particular affiliate program.

www.affiliatejackpot.com
www.googlecash.com
www.adwordsmentor.com
www.adwordmentor.com
www.wherelenderscompete.com

If you don't have a website URL and you would like your own, you can register one for only \$9.99 a year at [Godaddy](#). 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, (back at the CJ application) 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](#), and [Performics](#). 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, in your blog, in articles, etc.

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

- 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 site's popularity. It will give you an estimate as to how much traffic the website you are viewing gets.

Note:

You don't have to install the Alexa toolbar. You can simply visit:

<http://www.alexa.com>

Then enter in a website URL (website address) and it will show you the same details that the toolbar does.

- 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.

You can use eBay as another mechanism for getting people to click on your Affiliate links. I will elaborate on how to do this on p. 162, “Use eBay to get clicks”.

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 on, once you have compiled a list of keywords and written Ads.

Part 2 (of 6) Conclusion

By now you've learned a little bit about Google Cash, you've seen me walk through setting up a few campaigns that have been very profitable for me, and I've just gotten you started with building your own online business.

You're just getting started, and you may not understand everything fully at this moment – but it's important for you to remember that **over the course of this book, I'm going to explain every step in full detail!**

All you have to do to get started is keep reading these parts, and follow these step-by-step instructions.

Part 3 of Google Cash will start out by showing you how to find lucrative affiliate programs that are very likely to be successful, and will continue walking you through the steps to having your own profitable online business!

Watch your email for the link to download Part 3!