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Chris Carpenter has been working online since 1995. He and his family live in Puerto Escondido, Mexico during the summer (surf season) and in Park City, UT during the winter (ski season). They love to travel, and love the flexibility that their online businesses give them.

Thanks for taking the time to speak with me Chris. You've written the well known book [Google Cash](#), which talks about using Google AdWords. Can you tell us a bit about what Google AdWords are, and how did you first start using them in your online business?

Google AdWords 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 Google's partner sites like: AOL, Ask Jeeves and others. Google AdWords allows you to create your own ads. You choose keywords that 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, and real-time reporting tells you what's working and what isn't. It's a relatively safe way to advertise because you can put limits on daily spending.

I first started using them to bring targeted traffic to my and my client's web sites. And now I use them to send targeted traffic to other web sites I am an affiliate of. If a purchase is made, I receive a commission.

What are the advantages of using AdWords over other PPC search engines like Overture? What disadvantages are there?

One advantage for using Google AdWords over other PPC search engines like Overture is that Google AdWords lets you setup a display URL and destination URL in your AdWord. This enables you to use your affiliate links in your Google AdWord. When someone clicks on your AdWord, they are sent to the merchants web site with your affiliate id in it. If someone makes a purchase you earn a commission. This is an advantage over Overture because it precludes the need for a web site. Overture requires that you own the web site that you are

sending traffic to. Therefore, with Overture you cannot send traffic directly to your affiliate link. You have to build a web page first.

Another advantage of Google AdWords is its algorithm for ranking adwords. It allows the small mom and pop shops to compete with the large corporations. Here's why. Cost Per Click (CPC) is not the only factor that Google looks at in determining the ads ranking position. Google also looks at the ads Click Through Rate (CTR), and ranks ads based on a formula that uses the CPC and the CTR. This allows 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 levels the playing field. For example, Wal-Mart can't come along and bid \$50 per click per keyword and drive the smaller businesses out. There also has to be an interest in that product which is determined by the CTR. Paying a high CPC alone will not guarantee you a number 1 position in Google AdWords.

In Overture it will. The more you are willing to pay per click, the higher your ads ranking will be on Overture.

In most advertising the headline is the most important part. Have you found this is the same in AdWords?

Yes, this is definitely true for AdWords. It is important to use your keyword in the title. Using your keyword in the title of your AdWord can more than double your CTR over a title without the keyword. Here is an advanced Google AdWords tip about this that you won't find in any of Google's help files.

In Google AdWords, if you have a campaign with several keywords, you can only have one title and one description for all of your keywords. It is proven that your CTR goes up when the keyword is displayed in your title.

Wouldn't it be nice if you could have AdWords automatically insert your corresponding keyword from your keyword list, into the title and description?

For example:

Say you have an Adgroup with the keywords:

- blue shoes
- green shoes
- red shoes
- black shoes

And your title is: "Buy shoes here"

When someone searches for "blue shoes", your title will display: Buy shoes here.

Your CTR would greatly increase if your title was: Buy blue shoes here.

Now there is a way for you to do this. You could do this in your title:

Buy {*KeyWord*} here.

And you can also do it in your description:

We carry many {*KeyWord*}.

For example, if a user searched for "blue shoes" your AdWord would look like this:

Buy *blue shoes* here.

We carry many *blue shoes*.

So, in the Google search results {keyword} would be replaced in your AdWords listing with the keyword the user searched for, as long as it is in your keyword list.

For more information on this please read my newsletter, 'Google Tips'.

You can read 'Google Tips' online at: <http://www.affiliatejackpot.com/newsletter>

And you can subscribe to it by sending a blank email to:

<mailto:newsletter@googlecash.com>

That's a very handy thing to know Chris - thanks! What steps do you follow when you are writing your ad? How do you manage to cut it down to only three lines, while still making it appealing to the viewer?

I begin by writing my ad in paragraph or sentence form. I use the keyword/s in the title (headline) and in the text if possible. In the ad I state what it is the customer should know. Then I work on reducing and refining it.

I also look for other successful AdWords Ads, find the formula in them and then make my own ad. Here's an example of 3 different headlines:

"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.

How to _____ and _____.
What _____ doesn't want you to know.
Get more _____ for/in less _____.

Using this formula your headline should do three things:

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

What tips do you have for getting a great click-thru on your ad?

The tighter the fit between the keyword and your AdWords Ad, the better the CTR.

For example, let's look at the keyword/phrase: surfing vacation

Go to Google and search for 'surfing vacation'. Right now there are three AdWords on the right side of the screen:

[Surf at Swell](#)

Shop Swell's huge selection of Surf product. Then go surfing!

www.swell.com

[Free Surfing E-Book](#)

Surfing tips and information for riding the perfect wave.

www.wealty-info.com/surfing.htm

[SurfMaps.com Surfing Maps](#)

Find surf spots worldwide, buy surf maps, books & original Surf Reports

www.SurfMaps.com

None of these AdWords ads are a very tight fit for: surfing vacation.

I could easily dominate that niche by adding an AdWords ad that reads

something like:

Surfing Vacation

Info for your Surfing Vacation
Surf Travel, Surf Spots, and more.

Often times I can find very competitive areas that have poor / broad matches between the keyword, their ad and their product. When that is the case - I find a product that fits the keyword better. Then I write a better, tighter ad (with the keyword in the title, etc.). The end result is that my ad moves up to the top of the AdWords at much less CPC than the others are paying.

That's another great tip Chris! Looking at the opposite side, what sort of things will kill the click-thru on your ad?

Using too general and broad of terms. Having your ad display for a keyword that is not tightly related. The surfing vacation example above is a good example of this. If you look at the AdWords above for surfing vacation – you will see that none of them mention 'surfing vacation'.

These ads surely do not get a good CTR for the keyword/s: surfing vacation. There is nothing there about a surfing vacation.

How do you go about tracking the response of each of your ads, so you know which ads are performing and which need work (or even removing)?

I am mainly concerned with achieving a high CTR. I work on creating the tightest and most relevant campaigns possible. A perfect fit between the keyword, the ad, and the product, those are the keys to getting a high CTR.

I don't have a good method of tracking. Ideally I would like to know which keyword and which AdWord's ad result in a sale. The problem I run in to is that I can only track until the person leaves my AdWords Ad's link. Once they are on the merchant's site, I can no longer track them and I have no idea if they buy or leave. That would be a valuable tool – click tracking that can even track what happens once they leave your link and are on someone else's site.

What methods do you use to make sure your advertising costs are kept under control, while still getting a high number of clicks?

I just keep an eye on my campaigns. I used to set daily budget limits at or below the suggested budget limit. Now I set my budget limits much higher than the suggested limit. This way my campaign will receive as many clicks as

possible. I log in every day and look at my results. If a campaign is receiving a lot of clicks but no sales, then I pause the campaign and either try a different product to promote, or just delete the campaign.

How do you go about selecting the keywords you are going to advertise on AdWords?

I use many methods to brainstorm possible profitable campaigns. I research my hobbies and interests. I read the news and try to predict trends. I read the Lycos 50 (<http://50.lycos.com/>) a daily report on Lycos.com by Aaron Schatz. He talks about the top 50 keyword searches on Lycos and makes predictions.

I constantly research search trends online. A couple of resources are: Google Zeitgeist (<http://google.com/press/zeitgeist.html>)– information that tracks Google user search behavior, and the Yahoo Buzz Index (<http://buzz.yahoo.com/>) – which reviews trends at Yahoo.

Is it possible to use the techniques learned in Google Cash to venture into other areas of e-commerce?

The Google Cash system is a great, quick entry to the world of ecommerce. In my opinion it's all too easy to get sucked into an entry-level program that could take months to bring to the marketplace.

Google Cash provides one with the possibility of generating a good income within a relatively short time period.

An important factor to remember about the Google Cash system is that you only get one shot at the customer. They either buy or they don't but either way they are gone. However, if you send them from your AdWords ad to a web page you created pre-selling the product, and offer a free newsletter, etc. Then you can have a customer for life.

I see Google Cash as an extraordinarily useful tool to dive into the waters of ecommerce without huge investments and unreasonable time spent waiting to see results. Once you're in the waters, the combination of the "Google Cash system" and a web site and a few other marketing methods are the answer to longevity in the e-commerce business.

How do you think AdWords will change and evolve in the coming years. In particular, do you think they will ban linking to an affiliate link, like Overture did several years ago, or bring in a policy where your ads are reviewed before they are displayed?

That is a good question that I am always pondering. I don't have an answer. All I know is that I have been asking myself that for the past 2 years. I almost didn't develop the whole Google Cash system because of how quickly the Internet changes and I didn't know how long Google AdWords would be around. Thank goodness I didn't let the potential for change stop me from developing the Google Cash system. If I had it would be 2 years later and I'd still be sitting on my laurels, asking myself how much longer this will be around.

The time to get started is now. Even if/when Google AdWords evolves and changes in the future, we are on the ground floor now, and could very well adapt and evolve with the changes and grow into something even bigger.

One final question Chris - are you working on any other projects right now?

I get emails everyday from people describing how they are buried in debt, tired of working paycheck to paycheck with nothing to show for it, etc. etc. They ask if Google Cash will solve their problems.

We are in the process of writing another ebook that we hope to release in October. It is a total system to achieving financial independence. It is like no other ebook out there. It is the system that Heidi and I created and followed to get ourselves out of debt, out of the rat-race and living our dream. We did it quickly and have shared the system with a few people who reached financial independence even more quickly than we did.

I am really excited about this. I think that it will help many people get out of debt, and escape the cycle of living paycheck to paycheck, and help them live as they wish.

Thank you VERY much for all the valuable information you've passed on Chris. It has been a real pleasure talking with you.

[Learn the latest tips and techniques to super charge your Adword campaigns and boost you affiliate commissions at AdwordMentor.com. "The Most Up to Date Site About How to Succeed with, and Profit from Google AdWords!"](#)

Jeremy Wilson is 26 years old and has worked in the Information Technology field for the past 7 years. About two years ago he got hooked on the idea of making a living online, and has worked obsessively ever since to make the dream a reality. After creating GooGuide.com (a site that was dedicated to all things Google but has been put on a long vacation), he came in contact with Chris Carpenter of "Google Cash" fame. As a result of the techniques Jeremy learned from Chris, he recently achieved his dream and quit his day job to work full time on his Internet ventures.

Thanks for taking the time to speak with me Jeremy. I know from reading your report included with "Google Cash" that you struggled for a while with Google AdWords. Could you tell us a bit about your first experiences with Google AdWords, and how long it took for you to start making it work? What mistakes were you making that you later realized were causing you to fail with your AdWord campaigns?

Oh boy, that question brings back some memories. I took my first crack at AdWords in late 2002 and to be quite honest completely failed in every way imaginable. :-) I simply didn't have a clue what I was doing and just dove right in throwing caution to the wind.

In a matter of days I was a few hundred dollars poorer and made no sales.

At the time I was badly in debt and shouldn't have been playing with money like that but as an entrepreneur you take risks for your shot at success.

My main problem was I had no concept of how to select keywords and target my customers. I chose very general keywords and used them to promote very specific products. I actually believed the number of search results returned by Google indicated actual demand. So I would choose crazy phrases like "purple monkey dish washer" and there would be 5000 results and no ads so I figured I was a genius and was the only person to ever think of this phrase! I was soooo clueless.

I wish I was making this stuff up but at the time I truly didn't understand what I was doing. You can imagine how amazed I was when I discovered WordTracker and Overture's Keyword Suggestion Tool.

By the way, I didn't actually bid on "purple monkey dish washer"! Ha! Ha!

In addition to poor keyword selection, I bid way too high for some of my keywords. I gave into the desire to be listed #1 without thinking about how it would impact my expenses and profits (or lack thereof!).

After a month I gave up on AdWords because "it didn't work". I obviously wasn't the problem :-)

A few months went by and I got a copy of Andrew Goodman's "[21 Ways To AdWords Success](#)" and then Chris Carpenter's "[Google Cash](#)". The rest as they say is history. AdWords has been good to me ever since.

If your readers would like to hear more of my story, they can get a copy of the report you mentioned as a bonus if they join [Adword Mentor](#). I go into much more detail about my experiences with AdWords.

That was definitely a rough start! What do you look for when you are trying to find a product to advertise with Google AdWords - commission, good sales page, search demand, etc? What initial research do you do, and more importantly how do you do it?

Commission and search demand are important and are what first turn me on to a potential product, but if their sales page stinks or their buying process is poor I strike them off my list.

I am not a big fan of writing sales copy. I can do it to an extent but why reinvent the wheel? The merchant knows their product the best and it should be their job to make the most effective and smooth sales process possible.

The only exception would be info products since a personal review can sell a lot of copies but for hard goods and services I leave it to the merchant.

To find the most effective merchants at selling to their customers, I primarily use Commission Junction and look for advertisers with high EPC or earnings per 100 clicks. This shows how well an advertiser converts their traffic. This is a very important stat. Even if a merchant has high payouts, I avoid them like the plague if they have a poor EPC. It says to me they don't know what to do with the traffic you send them.

How do you go about selecting keywords to use in your AdWords campaign? What methods do you use to "break out" from the few obvious ones that everyone is thinking of, into the less common (and hence cheaper) words?

Keyword research is something I completely obsess over. If I find a successful niche I make it my goal to completely dominate all the keyword real estate I can come up with.

This all starts with knowing the general words and phrases related to the product you are promoting. For this I start with Overture and Google's Keyword tools to get a list of all the most popular and very general keywords and then run them through [Adword Analyzer](#) to quickly gauge the competition of the most in demand keywords. Sometimes you luck up and can find some heavily searched terms with little competition. At this point, however, search counts DO NOT matter. More on this below.

The next phase is to come up with as many modifiers and compound phrases you can think of.

Ask yourself these questions:

- Can I combine any of the general terms to form unique phrases?
- Can I add regional modifiers like city and state names to these keywords?
- Can I add modifiers like "how to", "online", "buy" to my keywords?
- Can I add colors or sizes or name brands?
- Can I combine short phrases into even longer more specific phrases?
- What would people actually buy this product type into a search engine?

If you get creative, you can come up with dozens of questions like these. The point is to get creative and brainstorm. If you have to, get away from your computer because the urge is too great to "check" every one of your ideas with a keyword tool.

During the brainstorming phase of keyword research, search counts don't matter. They force you into a box and you can't think creatively because the number of searches is all you think about.

This pretty much flies in the face of what most people say about keyword research but you have to put things into perspective. Pay per click (PPC) is not traditional search engine optimization (SEO). With SEO you want to find high traffic keywords with little competition because you want as much free traffic as possible.

With PPC search counts aren't everything. Of course you want high demand keywords if you can get them but there is nothing wrong with trying obscure

keywords that don't show up in any keyword tools. After all, if no one searches on them you don't pay a dime! If you only get ten searches a month but convert one of those to a sale you have a 10% conversion rate for that keyword. I'll take that any day.

Don't let some keyword tool lock you into the same box with everyone else. It's a very crowded box!

That's a fantastic tip Jeremy! What methods do you use when you are setting up your AdWord campaign so that things are easy to manage?

Hmmm... I am not the most organized person. My main problem is I don't label campaigns and adgroups as accurately as I should. While I know what I'm looking at, anyone else would see a bunch of mush!

I do group keywords together by products, make and model, etc. It's very important to keep similar keywords together in the same campaign and then break them down into smaller clusters in your adgroups. Keeping your adgroups small (5-25 keywords) really helps improve the click pulling power of your ad copy. Too many keywords dilute the effectiveness of your copy.

I also suggest properly naming your campaigns and adgroups. As I said, I'm bad about this and as a result I've spent many hours reorganizing things.

Do you have any particular process you go through when you are writing the ad for your campaign? What sort of thing do you try to put into the ad so it will attract targeted clicks, especially since you have only a small amount of text to work with?

Three words. KEYWORD IN TITLE.

Placing the keyword in the title of your ad is by far the most effective at attracting customers. I've run the same ad with and without the keyword in the title and the one with the keyword in the headline always performs better.

As for the body of the ad, I try to write something I would click on. Your first instinct is to write something that will get clicks and make sales. Often times it comes out full of hype and wreaking of "Buy Me! Buy Me!"

People are a lot smarter than many marketers give them credit for. They know when someone is laying on the sales pitch. We're surrounded by ads everywhere we go. They're on TV, radio, the Internet, billboards, flyers, packaging, e-mail and good old-fashioned regular mail.

The best advice I can give is to simply talk to people. Tell them in the most concise way what you are offering and how it benefits them. You don't need to use hype. There's not enough room to use hype anyway and Google will reject your ad if it's too over the top. Give them the facts and they will give you the sales.

In most advertising the headline is the most important part. Have you found this is the same in AdWords, or isn't it as important? Is there any particular type of headline that works "better"?

As you point out, the headline is so important in the majority of advertising and AdWords is no different.

A neat feature of the AdWords system is that they bold the keywords people search on if they appear in your ad. As a double bonus the text of your headline is larger than the rest of the text of your ad so placing keywords in your title really makes your ad stand out.

Think about how you examine a search results page. You scan it for the words you typed into the search box, and then examine everything around those words. The same principle holds true for AdWords. People scan the headline for what they searched for then read the rest of the ad. Such a simple yet powerful technique!

On the flip side of things, if you have a bunch of ads with keywords in the headline, will an ad with a unique headline stand out from the rest? :-) Always try to think from a different perspective than your competition.

Have you found that there is any optimal position for ads? For example, I've heard that you shouldn't try to get position 1 on Overture, because you will attract lots of browsers who don't intend to buy anything.

I don't spend too much time worrying about getting into the top spot because as you stated it does seem to attract browsers and those that click on the first result they get. Generally, if I can get in the top 4 positions everything is gravy.

From experience the 2nd - 4th positions do very well. It's not too uncommon to have a 2nd place ad perform just as well if not better than the top spot.

I will say that if you get "bumped up" to the top spot above the normal search results where the premium advertisers used to get placed you can expect some really good traffic. Unfortunately, the exact criteria for getting bumped to the top are not really known and Google doesn't seem to be talking. So it's nice if it

happens but otherwise positions 2 - 4 are very good.

How do you go about tracking your results, so you know which ads are performing and which need work (or even removing)?

As an affiliate marketer, tracking is not a simple task as most tracking software requires access to the 'thank you' or 'confirmation' page.

Some merchants have affiliate programs outside of the big network sites like Commission Junction and they allow you to create multiple affiliate links that you can apply to each adgroup or campaign. This method doesn't give you specific keyword data but it allows you to track how each campaign or adgroup is performing.

Another trick is to use the SIDS feature at Commission Junction. Essentially you can assign a unique identifier to each keyword, adgroup or campaign. You will need to download your CJ reports into Excel to view this information and it can become very time consuming but it does work. You can check out their online help for more information.

If using SIDS isn't your cup of tea, you can browse through the ads merchants make available at CJ and use each URL for a specific campaign. As an example, many merchants have several banner ads that lead to the same destination page. Simply use the URL for each banner as your AdWords destination link. Each link has a unique code that you can see right in your reports! It's not the best tracking but it's better than nothing.

I'd never thought of that trick - thanks for mentioning it! How do you set your daily limit on your campaigns - at the level Google suggests, higher, lower, etc. Does this change between testing and when you find a money earner?

I always set the daily budget higher than what Google suggests just to ensure my ad gets shown every time someone searches on my keywords.

If you happen to be bidding on some very competitive keywords you will want to keep a close eye on things or you will burn through your budget very quickly. But usually you can set your budget higher and more often than not you never come close to reaching it.

There really is no difference between the budget of a money earner or a questionable campaign. I'll take the risk with a high budget so I can get every impression possible.

How do you decide that a campaign isn't working - especially if its one that generated a couple of sales early on?

Time. You need to give your campaign at least a couple weeks or even a month so you have time test different copy and get enough clicks. If you're blowing through a lot of cash with no sales then you need to examine the possible problems.

Many clicks with no sales could mean you ad is relaying the wrong message or your keywords are not targeted properly or the product you are promoting is not what people expect or the destination page is poor. There are so many possibilities.

The same is true with loads of impression but no clicks. You must be ready to fail and repeatedly try new things.

If a campaign just isn't working after repeated attempts I either pause it or backup the keywords I used into a text file and delete the campaign. Rarely do I completely give up. I'll go onto different things and come back later with a fresh perspective. Sometimes the success with one campaign triggers an idea you can use on a previously unsuccessful campaign.

Obviously I've had my share of failures but I keep a copy of the keywords and ad text in a folder that I revisit from time to time to see if inspiration hits. It's very hard for me to give up on an opportunity I know exists but haven't quite figured out yet!

Isn't that called being stubborn? :-) One final question - if your best friend was about to start experimenting with Google AdWords, and you were about to go to a remote island somewhere and be out of contact for a year (so they couldn't call you up and ask for help after this one meeting), what advice would you have for them?

Whoa! That's a tough one Jason. AdWords is such a complex system. The best advice I could give would to be to move slowly and not jump into things. Be ready to fail on your first few attempts and not get discouraged if you blow through a few hundred dollars without any success. Learn from your mistakes and continually test and try new things. Be persistent and you will find success.

And as a shameless plug I would encourage my friend to sign up for the <http://www.AdwordMentor.com> membership site Chris Carpenter and I recently launched. While I'm relaxing on the remote island, Chris can educate my friend in the ways of AdWords! ;-)

Thanks you for the superb information you've passed on for using Google AdWords Jeremy - I'm sure your advice will save (and earn!) my readers a lot of money!

My pleasure, Jason. I hope your members found some useful nuggets of info to help them succeed with AdWords.

[Learn the latest tips and techniques to super charge your Adword campaigns and boost you affiliate commissions at AdwordMentor.com. "The Most Up to Date Site About How to Succeed with, and Profit from Google AdWords!"](#)

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Chris Carpenter and Jeremy Wilson have teamed to create the ultimate source of Adwords information on the Internet. Going beyond the traditional ebook format, you will find full strength tutorials and strategy guides that super charge the Google Cash System and can send your profits into orbit! Got a question? Hop over to the Members Only forum where you can pick the brains of your peers and Adwords experts to get the answers to your most pressing Adwords questions.

Upon joining Adword Mentor, you will also receive access to a special members only discounts and bonuses section where you will find even more opportunities to grow your knowledge and expand your Adwords profits. All of this is just a small sampling of what's waiting for you. This is just the tip of the iceberg as Chris and Jeremy are determined to deliver the content you want and need.

Don't even think of running any Google AdWords Campaigns Until You See What's Inside...

See you on the other side :-)

[- If you enjoyed these two interviews, then I urge you to checkout Jason Anderson's Achieve Net Profits.](#) Each week Jason interviews some of the brightest minds in affiliate marketing, search engine strategy, copywriting, info product creation and pay per click search engines. From the names you have heard of like James Martell and Phil Wiley to those lurking behind the scenes quietly producing amazing results with their internet marketing efforts, Jason asks the questions that give you the answers you need to succeed. To get into the mind of an expert takes someone equally skilled at asking the right questions. Jason never fails to deliver week in and week out!

