

# **Instant AdWords Profits**

**Discover Shortcut Campaign Start-Up Secrets From a Veteran  
6-Year AdWords Certified Campaign Manager To Generate  
Profitable Campaigns Right-Out of The Gate!**

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**Generate Instant Profitable Campaigns With A Few Clicks of Your Mouse at:  
<http://www.AdTextGenerator.com>**

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# What It Really Takes To Generate Immediate AdWords Profits!

Dear Reader,

When it comes to AdWords, there's a key fact that's been lost in the hype. Few people like to talk about it.

It's simply this: Creating profitable campaigns is rarely easy. It takes a lot of time and effort to create consistent winners.

Although it's true you can get your ads to show in as little as 5 minutes and for \$5 to open an account, this is only a start.

Getting your first profits can take weeks, months, or never happen at all. It often requires rigorous and time-consuming on-going testing.

You see, my name is A.M. Khan. I've been a certified AdWords campaign manager for the last 6 years. My clients range from successful solo internet marketers... to major businesses with million dollar a month ad budgets.

I routinely charge \$3,500.00 minimum for campaign set-up and more in on-going management fees. Many of my clients know me as the "Go to guy" to take PPC profits from the minor leagues to the majors.

From this experience, I've encountered a lot of people who've had trouble with AdWords. They either can't get it to work for them... or they're earning a tiny fraction of the profits they wish they could.

If this has ever been you, it's NOT your fault.

There's one key reason why advertisers struggle: They don't set-up their campaigns right the first time!

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If you start with a loser, it's a long up-hill battle to turn it into a winner. Pin-pointing problems can be like looking for a needle in a haystack. But, if you:

- Research your market inside and out,
- Create killer ads from the get-go,
- Split test ads against each other to find the most effective ones,
- Create small Ad Groups and have lots of custom ads for each one,
- And make sure your landing pages are on-target for each of your Ad Groups, then...

It's much easier and quicker to ensure your campaign transforms into a big winner.

Of course, most advertisers know this. But, once you sit down to do it, the task seems daunting.

After all, it might take you 15 minutes to create just a single ad or two. Think about how long it would take you to create multiple ads for just a dozen Ad Groups... that's at least 24 ads.

You've got a lot on your plate and don't have enough time in the day to get it done right.

As a result, it's easy to take a shortcut here or there. The result is you get beat by the competition. Not because they have more time than you.

But, they may have an entire team working on their behalf. You've got to fit it all in and still keep-up with all of your other jobs.

This is why inside this short report, you're going to discover how you can get your campaigns done right from the get-go.

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It reveals step-by-step powerful shortcuts to generate instant profitable campaigns right away... and with minimal effort.

By following these steps, you slash months of struggling to get it right down the road. You generate your first profits and dominate the rankings quickly and easily.

Let's dig-in with your first of three steps below.

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# Step # 1: It All Begins By Gathering The Right Intelligence.

This is the most important step. It's also the most often ignored. Before you can create a winning campaign, you need to be “in-tune” with the market.

What exactly does this mean?

You must understand:

- Who is the person most likely to buy from you?
- What he or she wants most?
- What motivates him or her?
- What worries him or her?
- Even what television shows, books, or magazines he or she reads or watches?

Of course, most folks understand research is important. But, they either don't do it right... or skip it all together.

This is a deadly mistake. Without this valuable information, you CAN'T choose the right keywords, write good ads, and if you can't do these two, you're not going to structure your campaign the right way!

Why is this the case?

You see, you should think of each keyword as being its own entity. Each one has a unique personality. For example, even slight variations, such as “doughnut” versus “doughnuts” have different types of people typing them in.

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The person typing in “Doughnut” may be looking for the history of it. The person typing in “Doughnuts” may be more likely looking to buy them.

If you sell doughnuts, there is a HUGE difference between the two keywords. If you even try to bid on the “Doughnut” term, you want to have a unique ad that speaks directly to the person typing it in.

If you have the same ad for every searcher, you become irrelevant. But, if you speak directly to his or her mindset, you become the solution he or she is looking for.

Simply put, most advertisers jump right in. They fail to ask the questions who, what, when, and why about their customers.

However, when you do, you can make smart money-making decisions. Your keywords target the high-profit customers. Your ads speak directly to them. All giving you a massive edge over the competition.

So, how do you research?

### **There Are 5 Quick Key Steps To Gather Intelligence:**

1. **Put yourself in the customer's shoes.** Imagine what it's like to be him or her and feel what he or she is going through.

Start by putting together a quick description list of your customer. Let's say you sell gift baskets online.

Your customer might fit the description of someone who's:

- In need of sending a gift to someone in another area, but is short on time.
- Comfortable with using the internet and so is likely to be under 50 or 60.
- Possibly motivated to purchase by feelings of guilt, obligation, or the need to reciprocate for a past favor.

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- May have doubts about ordering off the internet and it arriving on time. May not be an experienced web shopper.
- Very concerned about appearance and making the right impression. As a result, aesthetics of the product may be more important than what actually goes inside.

By thinking about who exactly it is that's going to be clicking on your ads and buying, you know how to talk to them.

For example, they're in a hurry. So, you might emphasize in your ads that you ship-out in less than 12 hours of receiving an order. This gives you an unbeatable edge over your competition.

2. **Become your customer.** For example, we might start at Google. Type in our keywords with who they are in mind. Then, actually buy from successful competitors.

We can then see what appeals they use. What do they emphasize? What do they do well? What do they do wrong?

Another example might be if you're selling to stock market investors, you should invest money in the stock market.

When the stock market goes up or down, you feel the same as your customers.

3. **Brainstorm your keywords.** See what people are typing-in. This is easy enough with a wide-range of tools, including Google's own: <https://adwords.google.com/select/KeywordToolExternal>. These give you the amount of searches for each keyword.

But, in addition to this number, you also need to be taking a look at each keyword. How many advertisers bid on each one? If not many, it might be one you want to pass-on.

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Are there certain advertisers that bid on keywords others don't? If so, make a note of them and look to see if they have custom ads for each keyword.

Tools such as: [www.AdWordAnalyzer.com](http://www.AdWordAnalyzer.com) and [www.KeyWordsAnalyzer.com](http://www.KeyWordsAnalyzer.com) make investigating your keywords a breeze.

You obviously don't want to do this for every keyword. But, look at ones with large search numbers.

You should also look for patterns with searches. Is there a demand that keeps on popping-up? For instance, if you type in "Weight loss," you might see the words "Fast" or "Easily" pop-up often in relation with this term.

This is an indication of what might go inside your ads.

4. **Gather hard data.** Finally, you need to install Google Analytics (<http://www.google.com/analytics/>) or a similar tool on your site to get vital information about your visitors. If you made any missteps in your initial impressions, the more data you have allows you to easily adjust. You can quickly troubleshoot any problems not on guesses... But, you have real hard data to turn to.

In addition, you can use Google's Website Optimizer (<http://www.google.com/websiteoptimizer>) or a similar tool to uncover what web page variations are the most effective.

If you're not sure what your target market wants the most, test it. Do they want fast shipping most? Or do they want attractive gift baskets the most?

It's quick, easy, and FREE to find-out with Google's Website Optimizer.

Realize, profiting from AdWords should not be a gamble. It can be scientific – where you know for certain what works and what doesn't. But, you've got to track your data.

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Gather as much of it as you can, including conversion data that Google allows you to track inside all of your campaigns. You can see at a glance where you need to spend your time and money for best results.

5. **Listen and talk with customers.** Before you begin selling, consider driving traffic to a page where you offer a bonus in exchange for taking a survey or giving feedback. Let them tell you exactly what they're looking for. Track responses from each of your high-traffic keywords to uncover what people are really looking for when they type-in each keyword.

Related to this approach, just talking with your target market one-on-one can be very helpful. When you do this, you should do more listening than talking.

Once you know your market inside and out, the rest is a piece of cake. You're virtually guaranteed to generate a profitable campaign right out of the gate.

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## Step # 2: Getting A Surefire Profitable Structure.

After you've done your research, it's time to put it into action.

Most advertisers lose a fortune by doing it wrong here.

You've got to start with the right structure.

Recently, Google sent me a letter notifying me that they arranged to give me my own team to help work on client campaigns. When I called to ask how they made this decision, they replied that they had been monitoring my campaigns for 2 years. They said “I got it” when it came to setting-up campaigns right.

What does this campaign structure include?

Ideally, each of your keywords should be in its own Ad Group. This allows you to create ads tailored specifically to it.

Your click-thru-rates skyrocket. Your costs per-click take a nose dive. Instead of paying \$5 a click, you may get a top position for as much as 80% less or a dollar.

In the past, this used to take me over 4 days of hard work to write ads for this campaign structure. And it's why even the most advanced pay-per-click marketers don't go this far.

However, in my experience getting those 80% discounts is far worth it.

This is why I developed a new tool called, “AdText Generator” at:



<http://www.AdTextGenerator.com>.

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It allows you to instantly generate up to 8 customized ads for each of your keywords. Each ad has been tested to generate you sky-high click-thru-rates to give you winning ads immediately.

A full week's work is generated instantly.

In addition to giving each of your keywords its own Ad Group, it's also important to separate your content and search campaigns.

This give you full flexibility to see where your results are coming from and create customized ads for your content ads. Usually, what ads work on content, won't work well on search.

All in all, you should have two campaigns. One for content. One for search. Each keyword inside your search campaigns should be in its own Ad Group.

After you've got your structure down, it's time to add negative keywords. Just input “-” in front of your keyword and every time it's typed-in, your ads won't show for it.

Negative keywords skyrocket your click-thru-rates and help to eliminate junk clicks. Those who are not likely to buy never see your ads.

The fastest way to do this is to use your keyword tool. So, you might head over to: <https://adwords.google.com/select/KeywordToolExternal>

Let's say we're selling a weight loss system. We might then type in the term “Weight loss.” The following then appears:

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<b>Keywords related to term</b>
weight loss
fast weight loss
healthy weight loss
weight loss tips
weight loss diets
weight loss exercise
weight loss programs
weight loss diet
weight loss supplements
weight loss pills
weight loss pill
rapid weight loss
weight loss help
safe weight loss
quick weight loss
weight loss plan
weight loss plans
weight loss supplement
free weight loss
quick weight loss diet
effective weight loss
weight loss products
fat weight loss
easy weight loss
ephedra weight loss
weight loss secrets
weight loss food

You would then look at the keywords that those who are not your target customers might type-in.

If we were selling a weight loss course, we might add “supplements,” “pills,” and “food” as our negative keywords.

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We might then repeat this process by looking-up “Fat loss” or other similar terms.

Finally, you're ready to get your campaign going. It's important that you start with high-bids. The higher your ad ranks, the higher your click-thru-rates will be.

Over time, your costs will fall.

After the campaign is set-up, it's important that each keyword has its own customized landing page. On this landing page, you'll be sure to include your keyword in it.

The result of this entire structure is you can easily pay up to 80% less than the competition – all of which you get to pocket.

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## **Step # 3: Create Ads Guaranteed To Generate Sky-High Click-Thru-Rates.**

At only 130 characters, the ad text is a short and brief expression. It's easy to fill-it in with at least something.

But, choosing the right words that skyrocket your response can take a lot of time and work. After all, your ad is often competing against dozens of other ads. It's got to beat most of them to generate you solid profits.

Simply fitting-in doesn't cut it.

As a result, it can take you 15 minutes or much longer to create just a single ad.

Most advertisers just don't have days of patience to do them right.

However, there is a key shortcut to create your ads fast.

You need to uncover what's already been tested to work.

To do this, just head over to Google and copy key phrases from top ranked ads in your word processor.

Often you will see the same phrases used time and time again. The reason is because it's been tested by those top advertisers to work.

They already spent their money testing. You can then integrate them into your ads instantly and for free.

While you're doing this, you want to be looking for key “difference makers.” These might be:

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- **Certain words you see repeatedly in titles.** For example, for the keyword, “Insomnia,” you might see “Stop Insomnia” in the title in all of the top ranked ads. This is opposed to alternative phrases they might have used, such as “End Insomnia.”
- **Appeals that seem to be used time and time again.** For instance, is free shipping emphasized, quality of the product, or the benefits of making more money or saving time?
- **The style of the ads.** Are the first letters of all of the words in caps? Do the URLs have the keyword at the end? Are they short or is all of the ad space taken-up?

The result of investigating these ads is you get instant profitable ads right out of the gate. You're copying what has already been proven and tested to work.

For each of your keywords, you want to have at least two ads. To create them quickly, you may keep them largely the same as the first with only slight variations.

One key reason for split testing even if you have immediately high-click-thru-rate ads is that it won't always stay this way. Over time, your competition changes. If your ads are still the same, you sink to the bottom.

Testing your ads is vital to keep an edge.

Of course, if creating all of these ads sounds like a lot of work even with this shortcut, you have another option.

There's a faster way to automatically uncover “difference makers” with a few clicks of your mouse.

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# **Discover The Amazing Shortcut To Generate Profitable Campaigns In As Little As Minutes From Now.**

You've now discovered the right way to set-up your campaign for killer results... and why it's so important that you do it right from the outset.

Failing to do so easily shrinks your profits by half.

Of course, you've also discovered why most advertisers don't do it right. It's a lot of hard work and time! Time you don't have when you've got a lot on your plate.

This is why AdText Generator software has been created. It creates ads tested to dominate the search rankings for EACH of your keywords... and puts each of your keywords in its own ad group.

In other words, you get the same start-up structure clients pay me over \$3,500.00 for handed to you on a silver platter. You just click your mouse to generate your ads.

AdText Generator uses a little-known secret trick to uncover what ads are already generating the highest click-thru-rates for each of your keywords. Then, it swipes these ads and puts them at your finger tips.

You can then customize your ads to your liking. The winning phrases for each of your keywords are already there.

You never have to write an ad from scratch again! Or, do months of endless testing to uncover what works.

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You have a “Secret weapon” to dominate the rankings and annihilate the competition. So, while the top advertisers may pay teams of managers to set-up their campaigns...You just point-and-click.

You get a ready-to-go campaign set to generate profits *immediately*.

**Go-ahead and get your copy right now to slash your costs, boost your profits, and save countless hours of time over at:**

 <http://www.AdTextGenerator.com>

Be sure to act fast. You want to be the one using this tool against your competition... and not at the other end of the stick!

To Your Success,

**A.M. Khan**

<http://www.AMKhan.com>

Certified AdWords Professional



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