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Five Days to Success with Google AdWords – with Perry Marshall Day 1

“The ONE Thing that Separates the Men from the Boys in the Google AdWords Game”



There is ONE central idea, one key concept that Google wants you to understand.

If you have this right, [Google](#) will literally reward you by giving you lower prices on clicks, and your customers will reward you by buying what you have to sell.

If you DON'T have this right, you'll pay way too much for clicks, your competitors will eat you up, and your whole Google experience will be very, very unpleasant.

The one thing that matters on Google is relevance.

You might think of this as “message-to-market match.”

This will make complete sense once you understand a bit of Google's history.

Google started in 1998, after the “big boys” in the search engine game like Yahoo and AltaVista were already well-established.

At the time, few people would have bet that Google would overtake them all – but in less than five years they did exactly that.

What's even more remarkable is they did so without a bunch of hype

and loud marketing. They literally built a better mousetrap and the world beat a path to their door.

So what happened?

Google's mission in life was to build a search engine that would give people exactly what they were searching for, as fast as possible. If you were searching for "California butterflies" they wanted to give you the very best and most popular California butterfly websites on the very first page of results.

They developed an amazing mathematical formula for figuring out who visited websites and why, and using that information in their search engine.

So ... when they began to sell Pay Per Click advertising, they were extremely concerned that advertisers should also put out messages that were highly relevant.

Google rewards you for being relevant, and they let people who are searching vote for you. If your ad gets clicked on, it's relevant. If it doesn't, it's not. It's that simple.

The higher your clickthrough rate – i.e., the more folks who see your ad and click on it – the less you have to pay for the position you want. But if you write lousy ads, Google will make you pay more to get your ads to show at all.

This creates a "Darwinian" effect, a deliberate natural selection that weeds out bad advertisers and rewards good ones. What's good for Google's customers is good for Google and good for you.

When all the dust has settled, what really matters is that your ads and your content be relevant to the keywords you're bidding on. Your message must match what the person is thinking.

So ... what were they really thinking when they typed in "California butterflies?" That is the question! Figure that out and put it in front of them, and you'll win at Google. Write an ad that matches exactly what they're searching for and you'll beat your competitors by a country mile.

A Valuable Little Piece of Customer Psychology for You:

Here's a little mental trick to help you write Google ads.

Imagine that you are not you. You are your customer.

You're not the dude with the cool solution. You're the guy or gal with

some stupid problem. You've got an itch and you want to scratch it.

And you're not in front of your computer. You're sitting in front of their computer. What do you type into the search bar on Google?

And what do you hope will come up?

Answer that question and you'll be successful marketing online.

Tomorrow's installment is called:

“How with One ‘Trivial’ Change You Could Cut Your Bid Prices NINETY PERCENT – Plus a Permanent Solution to Keywords Made ‘Inactive.’”

Sincerely,



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course in PDF, plus full, uncut MP3 audio recording of the killer Internet Traffic Stampede teleseminar on Google AdWords, which alone is a \$57 value. Veteran marketers Yanik Silver and Jim Edwards hammer Perry Marshall for 2 hard-hitting hours, digging for every possible trick and shortcut. **Plus:** You also get to eavesdrop on two extended sessions of advanced coaching with Perry Marshall's students - listen in MP3 as he "tears apart" not just Google campaigns but also entire web strategies, then puts them back together. **Also includes** "Advanced Strategies for Making Your Website Pay" - getting traffic is one thing, making it profitable is another. Perry Marshall and Ken McCarthy disclose the latest and most advanced strategies on Internet traffic conversion. **Also Includes:** "Jet Fuel for Google Cash." **PLUS** your choice of two of the six brand new Niche Expert Modules. **NEW ADVERTISERS** also get a Google Coupon credit, good for \$50 toward **free** traffic.

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Download Your Google AdWords “Cheat Sheet” [Here!](#)

“Your book helped make me about 40 thousand last year before taxes, which ain’t too shabby for me. Can’t say enough about it. Thanks a million.”

Tully Ferguson

Google, AZ



“Your expertise has greatly improved our bottom line. We were in a desperate situation. Each passing month, our Google Adwords campaign costs were out of our control and budget. We were in a downward spiral using Google Adwords – spending thousands of dollars per month and faced with the serious problem of spending \$1.50 on Google Adwords for every \$2.00 in sales with little hope of repeat business. If we had not met you we would have most certainly given up advertising on Google.

“Well, just a few short months later, we have seen a 70% increase in our sales, and we are now reaping \$12.00 in sales for each \$1.00 spent on Google advertising. Best of all, our total overall advertising costs have greatly decreased while our monthly revenue continues to rise. We are all breathing a sigh of relief here!”

John W. Coleman, President
LookInTheAttic & Company
Saline, MI



Perry Marshall's books on Google AdWords are the most popular in the world. He's referenced across the World Wide Web and by

The Washington Post



Entrepreneur

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