

## “Easy Clickbank Cash - A Free Report”



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## Introduction

Hello! Thank you for downloading this extract of a section from ['Clickbank Profit Machine'](#). I trust that the information here will help you in your internet endeavors.

You'll have to bear in mind that Adwords is an ever-changing game and you've got to be in the 'know' to keep up with it. In addition to that, Adwords is just one of the many ways you can, drive traffic, build a list and make money online.

Yes, it's a free report. Yes, you may pass it around freely. But this report is not like many others. This is one hell of a content-packed report.

Here's what to expect:

- ⇒ Yes, I'll be asking you to seriously consider buying [Clickbank Profit Machine](#) at the end of the report.
  
- ⇒ Yes, I'll be dispensing good, **solid** and 'monetizable' content so that you can get started to making money even if you don't buy anything.

To your success!  
Dylan Loh

## Step 3 – Adwords. Your Personal Power Promoter!

Ok then! Let's get down to business. You need traffic to promote your product and my weapon of choice is Google Adwords.

Now, go to [www.adwords.com](http://www.adwords.com) and open an account. After you opened your Adwords account, there is really nothing more left to do other than advertise.

The trick lies in choosing keywords that are not overcrowded and extremely competitive. (More on that later)

The next part of this system is about creating attention grabbing headlines. The headline is VERY important as it is the first thing that impresses upon the viewer.

So how do you write attention-grabbing headlines?

### **Brainstorming Your Own Winning Headlines**

I can reveal that the headline for my ad was "I have been losing money..." Choosing such a headline engages the user's interest and would make him more likely to read the rest of the ad.

A headline that asks a question would also have the same effect. Here are a few examples: "Do you want to drive a Ferrari too?", "can you ever be as rich as I am?", "can you imagine if you...."

Headlines that make the audience demand an explanation or answer has also proven effective. Some headline formulas that have proven to get clicks are:

“How to \_\_\_ and \_\_\_”

“How a \_\_\_ turned \_\_\_ into \_\_\_”

“Discovered – Amazing \_\_\_ that promises to \_\_\_”

“What your \_\_\_ does not want you to know”

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NOTE: In [\*\*\*Clickbank Profit Machine\*\*\*](#), you'll receive tons more killer headlines for immediate use and for immediate profits! With the information there, you can really select, enter, profit and exit in almost any niche you want!

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## **Surefire Techniques to Create Ads Quickly**

If you can't beat them, join them! That is not to say to copy ads wholesale, which you should never do, but what you can do is to replicate the top 5 ad's success by “dissecting” their headlines.

For example, I did a search on “football betting” and these are the top 6 ads and their headlines (obviously they may change and fluctuate with time)

**Football Betting**

**Football betting ebook**

**Art of football betting**

**Bet on football**

**Betting football**

Do you see a trend here? Note that the keyword “football betting” is a heavily searched term and so getting into the top 6 position is no mean feat. What cements their positions are their ad copies and their bid prices.

High click through rates = Lower costs = **Higher rankings**

Click through rate is the number of times your ad gets clicked on. Taking the above headlines, let’s create a few of our own!

Betting On Football  
Win In Football Bets  
Football betting tips  
How to– Football Bet

There you have it! 4 headlines that you know would get the clicks because it has already proven itself before.

*Which among these ads is the most effective one?*

You would have to do a split test with the different headlines with the same ad text. See example below:

**Betting On Football**  
Win In Football Now!  
Simply Spend 5 Minutes  
<http://www.yourbettingdomain.com>

## **Win In Football Bets**

Win In Football Now!

Simply Spend 5 Minutes

<http://www.yourbettingdomain.com>

So here you have a **really easy method of creating killer headlines that can be used on any niche!**

On top of that, you managed to differentiate yourself by not being an exact “copy and paste” of your competitors’ ads.

## **How to Optimize Performing Ads**

To perfect your ads, you will need to set some goals and get your fundamentals right. You will need to split test and continually refine your ads. Aim to beat 75% of the competition.

### **1. Intimacy and Relevancy**

Your ad’s headline and body must be as close and as relevant as what the searcher finds as far as possible. Imagine searching for “Liverpool football jerseys” and three ads turn up.

Ad #1

Betting On **Football**

Starting Winning Now!

Immediate Download

[www.bettingonfootball.com](http://www.bettingonfootball.com)

Ad #2

Buy **Football Jerseys**

New & Used. Lowest

Prices. Free Shipping

www. **Jerseys-For-You.com**

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NOTE: In [\*\*Clickbank Profit Machine\*\*](#), your eyes will be opened multiple permutations of possibilities to craft your ads! All of which are proven WINNERS! Profiting from Clickbank through Adwords has never been easier before!  
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Now tell me, which one will likely get the clicks? It is almost a "no brainer" right? Ad #2 would get more clicks than Ad #1 and Ad #3 would simply dominate.

The trick is to simply create specific ads for specific keywords. So if your site sells Chelsea jerseys too and you bid on the word "Chelsea FC jerseys" you simply create another ad like Ad #3 replacing the main text to Chelsea.

Now that you have created an extremely relevant ad, you are going to get higher click through rates.

And this is a good thing, not only because you will get more sales but because a higher click through rate reduces costs and increases your ad position!

Can you see how easy it is? Yet the majority of Adwords users fail to even grasp this basic understanding! You will be out there crushing the competition!

2. Numerical Measurement

Another tip that I can give is to provide numbers if possible in the form of some "**numerical proof**"

**Here are some examples:**

Betting On Football  
See How 13,021 Punters  
Score with Their Bets!

Betting On Football  
\$12,434 Waiting To Be Made  
Get Started Right Now!

You get the picture, right? It's important to not overdo or exaggerate the numbers; prospects can smell hype a mile away.

### **3. Contradicting Method**

Another good method is to do the "**contrary method**"  
What I mean is to simply contradict what the user is searching for or is looking to do.

For example, a user searches for the phrase "win money at football bets". Obviously he wants to win money from betting on football right?

So ads like...

Money from Betting? Forget It  
Not Until You Get This Software  
See It To Believe It!

Avoid Winning Money  
From Football with Other Sources  
Because Only This Works

Lose Money Football Bets  
That Is What Will Happen  
If You Do Not Get This Quick

Be sure to experiment and come up with your own variations. This ad works on the very basis of opposing what the searcher wants to achieve and thus creating a “vacuum” and of course curiosity.

### **Conclusion**

This is of just 1 section on Adwords and the chapter on Adwords is just but ONE way to make money online. Inside [‘Clickbank Profit Machine’](#), you’ll find ways to squeeze profits from your online promos through list building, social networking sites, article marketing and a few other ‘secret’ methods...privy only to customers 😊

That’s it for now and I wish you the best in your affiliate marketing efforts!

Yours In Clickbank Profits,  
Dylan Loh

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