

Google Cash Strikes Back

Scaling Your Online Business with Automation



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Introduction

Hi, I'm Chris Carpenter, author of the e-book "Google Cash." Thank you for downloading this Special Report.

In late 2003, I released Google Cash, and its revolutionary money-making techniques took the Internet Marketing Niche by storm. Google Cash became the #1 seller on Clickbank during its 2nd week. At that time, I had no JVs (Joint Ventures), and I wasn't even advertising. The accessibility and profitability of the Google Cash Method became instantly popular and news of its utility spread rapidly.

Everyone was talking about Google Cash!

Why did the Google Cash Method spread so fast and why is Google Cash still a best seller?

Because the Google Cash System Works - Plain and Simple.

A Quick Refresher:

The Google Cash Method is simple: You place an affiliate link for a product or pay per lead offer in the destination URL of an Adwords ad. Then, you bid on keywords related to that product or service. When someone clicks through your ad and purchases or signs up, you earn commissions.

If you earn more commissions than you spend on your Adwords ads, then you're profitable. If you spend more on Adwords ads than you earn in commissions, then you are losing money.

Since its release, thousands of people have been profiting from the Google Cash system. Thanks to Google Cash, many people have quit their jobs and are enjoying the luxury of being their own boss.

Having an online business gives you the ultimate freedom to create the lifestyle of your dreams. The earning potential is virtually unbounded, and you can live almost anywhere. Most importantly you will have more time to focus on your life's dreams.

After reading this report, you will see that it is quite easy to start a profitable online business. In fact, I give specific examples where you can start making money right now. You literally, can use the examples in this report and start a profitable campaign immediately.

It's so easy that you will think to yourself, "Everyone is doing this example, and it won't work." Amazingly, it doesn't work like that. People seldom take action.

Be different. Take immediate action, and you will succeed!

The Google Cash Revolution

When I first introduced the Google Cash Method in 2003, it was very easy to find profitable campaigns. They were everywhere. There was a lot of what market researchers call, “low hanging fruit.”

Google Cash readers will remember my eBay example.

I bid on the keyword ebay for the country Germany. eBay Germany was paying \$4 per registration. I paid around 10 cents per click, and I earned \$4 for every person that filled out the free registration form.

I was getting around 600 clicks per day and 100 registrations. So, I was spending around \$60 a day on clicks and earning \$400 a day in commissions for a profit of \$340 a day.

It was so easy back then. You could find well known merchants (like eBay), sign up as their affiliate, bid on the merchant’s name and variations of their name (product name, service name, or company name), and the profits would roll in. That’s low hanging fruit. That’s almost too easy.

Over time, the most obvious low hanging fruit was picked clean, and keyword prices began to rise. With so many people using the Google Cash System, you might think this would happen overnight. Surprisingly it took more than a year.

By 2005, beginners were finding it difficult to quickly find and set up profitable campaigns. By 2006, there was a lot of competition. The most popular keywords were expensive, and many beginners were losing money.

What were the profitable marketers doing to stay ahead of the pack?

We dug deeper and did more keyword research. We looked further than just the product or company name. We split test ads, and most importantly, we began to track our keywords through to conversion. Unprofitable keywords were identified and removed from their ad groups so that overall ROI was maintained even in an environment where keyword prices were rising.

Those simple techniques are what keep the Google Cash Method profitable to this day. The problem for me, however, was that working with this level of detail became too time consuming. I found myself spending many hours refining and modifying my campaigns and many more hours tracking keywords in Excel Spreadsheets. Eventually, I even hired a full time employee to work on my campaigns.

I missed the ease of rapidly rolling out one profitable Google Cash campaign after another. Affiliate marketing was maturing. Maintaining profitable campaigns was becoming more involved.

I missed the simple days of 2004 and 2005, and I wanted to make the Google Cash System easy and fun again. I wanted it to be simple enough so that a complete beginner could again enter the market and start profiting quickly.

A Critical Insight

After 3 years of answering thousands of customer support questions and helping hundreds of people succeed, I could see why my new customers were having trouble. There were just a few too many things for them to keep in mind as they got started.

They needed systematic methods and better organization to identifying and capitalize on profitable niches. The days of haphazard trial and error were rapidly receding into a distant memory.

What new methods are needed to create profitable campaigns today?

To manage current levels of competition, affiliate marketers need to organize and track their keyword lists right off the bat. I saw that many Google Cash customers were letting unprofitable keywords drag down the performance of their ad groups. They were only looking for the bargain keywords and were afraid to compete with established campaigns. In many cases, there was still low hanging fruit, but it required a greater degree of sophistication to identify and profit from it.

Then it dawned on me. I realized that there was still an abundance of low hanging fruit. I realized what was needed to bring back the simplistic appeal and effectiveness of the Google Cash Method. The approach is still the same, and the good old days of easy profits are back!

Google Cash is Reborn!

If you ask any of the marketers who to this day are consistently making 10's and even 100's of thousands of dollars per month, they will tell you that the Google Cash Method never died. Although this is true, the Google Cash Method just got a whole lot easier!

By embracing an automated approach, Google Cash has evolved with the changing market conditions. Using the Google Cash Method is as easy as it was in 2003!

What's changed? To begin with, the entire Google Cash System is now automated! It's much less time consuming and easier to master. In fact, it's fast, and you have a much better shot at profiting quickly! A beginner can again start making money right away.

I've listened to my customers enough to know how important it is *especially for beginners* to get profitable campaigns up and running fast. Typically, when you're starting out, money is tight. You can't afford to blow money on costly trial and error.

The Google Cash Method is for the second time, the easiest and safest way for affiliates to make money online. It is easy and safe again, thanks in part to a *Controversial Market Research Technique and New Tools that I Use to Automate It All!*

Before I show you how it works, and how you can profit from it, I need to warn you:

If you already have an online business, it is now more vulnerable than ever.

What I'm going to show you in the following pages will prove that:

Your Online Business is not safe!

Numerous tools are being developed by the most successful affiliate marketers that identify high-volume, lucrative markets and uncover profitable business models. These tools provide *Competitive Intelligence*.

Competitive Intelligence Tools look for footprints left by different programs. They scrape data from several different sites, combine that data in useful ways, and give you a complete look into someone's business model. These tools provide the information necessary for people to attack and dominate a niche over night.

Because of Competitive Intelligence Tools, Online Businesses are More Vulnerable than Ever.

By year's end, thousands of online businesses will have their profits snatched out from under them, *sometimes overnight*, as people with automated tools uncover exactly what it is that they are doing to be profitable.

These competitors in the night will improve on the business model by inserting their advanced systems, such as proven back-ends, better ad copy formulas, and more complete keyword lists. These competitors in the night will use automated tools to roll out these sophisticated campaigns, *sometimes even at a loss*, to run you out of your niche.

Rich Schefren warned us about this last summer in the Final Chapter of his Internet Business Manifesto. He warned that large companies such as Agora publishing that have significant resources would be the culprits. He predicted that they would gobble up profitable niches over night.

This may be true, but I'm here to prove that *there will be numerous, less sophisticated enterprises, such as the guy working from the beach, who can do this too!*

The reality is that there has never been a better time to lose your online business, but on the contrary, there has never been a better time to build an online business.

Are You Positioned to Lose a Business or to Build One?

If you want to position yourself to build online businesses in this newly evolving internet business climate, you will need to be well versed in tools that speed the business development cycle. This means that you will be using tools to

1. Monitor your markets
2. Identify your competition
3. Reveal your competition's effective business models
4. Automate a coordinated attack with large keyword sets
5. Track conversions to the keyword

At first, tools alone will nearly guarantee immediate profits, but in time, you will need to be following systematic approaches that have been refined into actionable systems. Part of these new approaches will help you to defend your pay per click campaigns from competitors who are using less sophisticated methods.

How do I know this is true?

For one, I can see that other people are already doing this now! I also happen to be part of a small, secret group that is using this new generation of integrated tools. We have been experimenting for months and are refining our systems and shortening the time it takes to prepare and launch an attack.

Last month, our group took over four profitable online businesses in the dating space. Our approach is not unique to internet marketing. In fact, this is the exact same strategy big businesses use to enter new markets. They research the new market, acquire the necessary competitive intelligence, develop a takeover plan, and then execute.

How Do You Keep Someone from Taking Your Online Business's Profits?

1. Use emerging competition analysis tools
2. Process and analyze high volumes of keywords and campaigns
3. Automate the transition between research and campaign implementation
4. Create and follow systematic business processes
5. Grow with the changes in the pay per click space by staying on top of emerging techniques and tools

Tools are the future, and they will have large effects on your online enterprises whether you chose to use them or not. Tools reduce the barrier to entry for new competitors in

your niches. Tools combined with systematic approaches remove the need for years of previous online experience.

These tools currently enable you to make more money, easier and faster. In the future, these tools will be necessary to compete with sophisticated enterprises and to grow your online business.

Tools that integrate market research and competitive intelligence to create sound PPC Attack Strategies will be in wide use in the near future. These tools will automate large scale PPC campaigns that are systematically tracked and tested. These types of campaigns will either be helping your business or hurting it.

It's going to help my businesses! Systemizing and automating the whole Google Cash process from market research to campaign execution is making PPC fun and easy again! These tools help me compete with big companies without consuming all of my time in market research and manual campaign creation.

That's important to me who has been in the business for years, and it's important to a new comer as well because it gets them up to speed without pointlessly going after non-profitable niches. *Now, more than ever, pay per click is the fastest and safest way to build an online business.*

How do I use the new Generation of Tools?

I use the new generation of tools to estimate the marketing costs of business models that are generating traffic with PPC. I look inside other people's PPC campaigns, and I know what kind of traffic their keywords are producing and what combinations of keywords, ad copy, and offer are most consistently being used.

If these business models are sophisticated enough to have a back end, then I follow their sale's path. I estimate its value, and I study their marketing techniques. I use this information to improve on their business model, and I make a plan of attack.

I roll out a campaign, and I use software to manage my bids. I adjust the bid management strategy depending on what phase of the campaign I'm in. Ultimately, my bid management software adjusts my max CPC's to optimize my ROI. This type of automation allows me to manage numerous campaigns without being constantly glued to spreadsheets and continually laboring over my Google Adwords account.

Google does not offer dynamic bid management in the Adwords programs. It would cut into their profits. One day, Google and others PPC engines might roll out such functionality to everyone, but for now, we use the latest tools.

As you can see, there is a window of opportunity to cash in here. *The Time Is Now!* If you have the tools and can grow with the emerging market, the next several years will be the easiest time to expand your online business.

During this time, there will be markedly imbalanced competitive advantages between those who have access to the new generation of tools and those who do not.

If you are one of the savvy, top 1% of online marketers who start using these techniques and tools now, you will be able to easily snatch profits from others for some time. Additionally, by understanding how the new generation of tools works, you can implement strategies so that you are less vulnerable to future attacks with these types of tools.

In this way, you will fortify your income streams and protect your online business.

The bottom line:

Emerging Tools and Technology Are Changing The Internet Marketplace

This integration of new software technologies into time saving tools is based on a well established, highly successful business process, the Google Cash Method. In the past, you could execute this process by trial and error and implement your campaigns by hand. Now, although you can still do it this way, your competition is going to be using tools and efficient business processes.



To put it another way, imagine that you were a successful miner on a new claim. Even though miners staked claims near yours, so long as they were using the same technology as you, nothing really changed. There was generally plenty of ore to go around, and you could all coexist peacefully.

Each of you was extracting as much as was possible with the knowledge and

tools available. You and your mining friends are digging as fast as ever and are making little improvements along the way.

Then one day, a new technology is developed. The technology lets other people get more work done in a day. It changes the rules significantly. It reveals all of your best practices to your competitors. It reveals what claims are the most profitable. It threatens to put you and all your mining friends out of business.

This is Exactly What's Happening Right Now in the World of Online Affiliate Marketing and Related Online Business Development.



Imagine that you are this guy here on the left, and your competition is looking at you from inside one of these.



Worse yet, they will have this kind of capacity!



...On the bright side, however, this is exactly the advantage you can have over your competitors!

Using technology to automate and to scale your business will be critical if you want to have a viable online business a few years from now.

You have to start adopting the emerging technology now. By getting in on the ground floor, you can grow with the new research and marketing techniques, and you will stay ahead of the pack long into the future.

In the next section of my report, I'm going to show you how.

A Sneaky Adwords Market Research Technique and a Competitive Intelligence Tool that Identify Profitable Adwords Affiliate Campaigns So You Can Copy Them and Profit Immediately

I have to tell you right up front that I was hesitant to share some of these techniques and tools. To be honest, they are quite ruthless. They give you an almost unfair advantage.

These techniques are not illegal or unethical. They're just a little nasty if you ask me. They are nasty because they give you an incredible advantage over your competition. Using these techniques is similar to when Wal-Mart or Barnes and Nobles comes along and sets up a store right across the street from a mom and pop book store. *The smaller enterprise doesn't stand a chance, but that is the reality of business, and it works!*

Now with the help of powerful software and a systematic approach, the tables have been turned. It's not just big companies that can do this anymore. For once, at least in the Internet Marketing space, the little guy can push out the big corporation!

The method I am going to share with you works! It really, really, really, works! There are only a few people doing it right now, and they are making a killing. They might even be doing it to you. So, you need to be aware of what's going on.

If you want to start earning money right away or add a PPC income stream with very little work, then this is for you. This is quite simply the easiest, quickest and smartest way for affiliates to make money online.

You start by doing Adwords Market Research and Identifying Profitable Adwords Campaigns.

How do you Identify Profitable Adwords Campaigns?

There are two ways: the slow, tedious, manual way and the fast automated way.

The slow, manual way requires you to check each keyword daily, by hand, in Google and then see which Adwords ads show up. Then you record that information into a spreadsheet.

After several days, you can look at your spreadsheet and see which ads were consistently displayed everyday for specific keywords. Those ads are most likely profitable because the advertiser would not continue to pay to maintain their ad rank for the given keyword phrase if they were not making a profit on their advertising expense.

Doing it this way is very time consuming, and you can only monitor a few keywords at a time - maximum 100.

At first, I was doing my market research manually, but with so many campaigns and keywords, I eventually had to hire a person to do market research for me.

Then came the breakthrough! I met a talented programmer who developed a tool to do this market research for me. Using the automated tool, I am able to monitor thousands of keywords instead of only a couple of hundred with the help of someone doing it manually full time.

Collecting good Adwords market research is key to successful affiliate marketing, but doing it manually is tedious and time consuming work. So, we automated the process.

We created a software program that monitors keywords and identifies profitable Adwords campaigns. It's completely automated! All you do is enter the keywords into the software, and it monitors them for you.

So what is this tool and how does it work?

Introducing...

The Google Cash Detective

The Google Cash Detective shows you the Adwords ad, the Display URL, and the Destination URL for every keyword you enter. The Google Cash Detective queries Google daily, or hourly (depending on what you choose), and will show you the range of daily clicks, the range of CPC for these clicks, the number of variations of the ad copy, the status of the ad, and much more!

You enter a niche keyword list into the software, and it starts monitoring. Then a few days later, you can see which keywords are consistently displaying ads for certain merchants. The longer you monitor your niche with the Google Cash Detective, the more certainty you will have as to which ads are profitable and which ads are not.

The Google Cash Detective works continuously to monitor campaigns placed for your keywords. At a glance, you can see what ads have been running everyday for several days – those ads are likely to be the profitable ones.

On the other hand, when you see keyword / merchant / ad copy combinations that have run for only a few days out of the last month - those ads are likely to be the unprofitable ones. These ads were run, lost money, and then disappeared.

The Google Cash Detective also identifies which Adwords ads use affiliate links. So, it's easy to find profitable affiliate campaigns to replicate and *immediately* profit from.

The Google Cash Detective is a great competitive intelligence software because it sifts through the thousands of Adwords ads and identifies persistent affiliate campaigns.

Effectively, the software stakes out successful affiliate marketers and shows you the merchant, keyword, and ad formula combination that they are using.

The Google Cash Detective is Easy to Use

The Google Cash Detective is easy to use, and I will show you how with specific examples and screen shots below.

But first, what do you do with all of the profitable affiliate campaigns that you have identified with the Google Cash Detective?

You copy the campaign formulas and enter the market with confidence, knowing almost for certain that you will immediately earn profits.

You use the Google Cash Detective to start with someone else's successful campaign. You then make improvements, building on its solid foundation. In the process, you quickly learn the ropes and see what works and what doesn't. Using the Google Cash Detective enables you to skip so much of the usual learning curve!

Now, what if you have identified hundreds of keywords that have successful affiliate campaigns in numerous ad positions? *How can you generate your own campaigns and get them running in your Adwords account in a reasonable amount of time?*

Introducing...

The Google Cash Automator

All you have to do is send all of those profitable campaigns that the Google Cash Detective has identified to your Adwords accounts with, in most cases, only a simple change of the destination URL to include your affiliate link or landing page URL. With the help of the Google Cash Automator, you can do this in a few clicks with hundreds of ads!

Additionally, *the Google Cash Automator has the critical features necessary to automate campaign management.* Keyword level tracking links are added on the fly as campaigns are imported into your Adwords account. Max cost per click is managed to optimize ROI. The Automator can also perform landing page split tests and has the ability to track each step of a multi-step sales process.

Using the Google Cash Automator is a Scalable Business Approach.

Using the Google Cash Automator, you can enter a market with a large number of keywords and ad variations that the Google Cash Detective has provided for you. With the click of a button, you can launch a multitude of pay per click campaigns.

I call these campaigns "attacks" because I am launching them with the intent of taking the place of an established Adwords ad that the Google Cash Detective has identified as profitable.

Imagine! Your competitors have done the hard work, the trial and error, the testing and tweaking. Using the Detective and Automator together, you can efficiently capitalize on their efforts. You can enter a new market with little risk and immediately start profiting.

If a friend of yours called you and said “Hey, I’ve got a profitable Adwords campaign for you – here are the keywords, here are the ads, here’s the max CPC I pay for each keyword, here’s how many clicks each one gets, here’s the product I’m promoting.

Don’t you think that with that information you could setup a profitable campaign?

Of course you could!

You would just sign up for the same affiliate program, setup the exact same Adwords campaign, and you would earn profits from day 1.

You probably don’t have many friends calling you with this information, but you do have the Google Cash Detective and its compliment, the Google Cash Automator 😊

To recap, the steps are as follows:

Step #1: Choose a niche that has merchants with affiliate programs. For that niche create a keyword list of merchants and products and/or services.

Step #2: Enter your keywords into the Google Cash Detective. Use the tool to find profitable Adwords ads promoting a direct affiliate link for a particular keyword.

Step #3: Copy and improve the profitable campaigns identified by the Detective

Step #4: Send the new campaigns to your Adwords account with the Google Cash Automator, automatically tracking your keywords through to conversions. You can chose to bump out the competitor’s ad or slide your ad in with a unique display URL.

Step #5: Repeat

Why This Works:

- We’re only going to bid on keywords that we are quite certain are profitable.
- Since we have found the profitable combination of keyword, ad copy, and affiliate offer, we are going to copy this proven combination.
- We will use one of several ad writing techniques to improve the ads, increasing our CTR and decreasing our CPC.
- We will transfer all of the new ads to our Adwords account and track them to the keyword level so poor performing keywords can be removed.
- We will check our stats and improve our keyword selections based on how well they are performing.

Let me show you some specific examples using the Google Cash Detective to gather competitive intelligence.

Here we go.

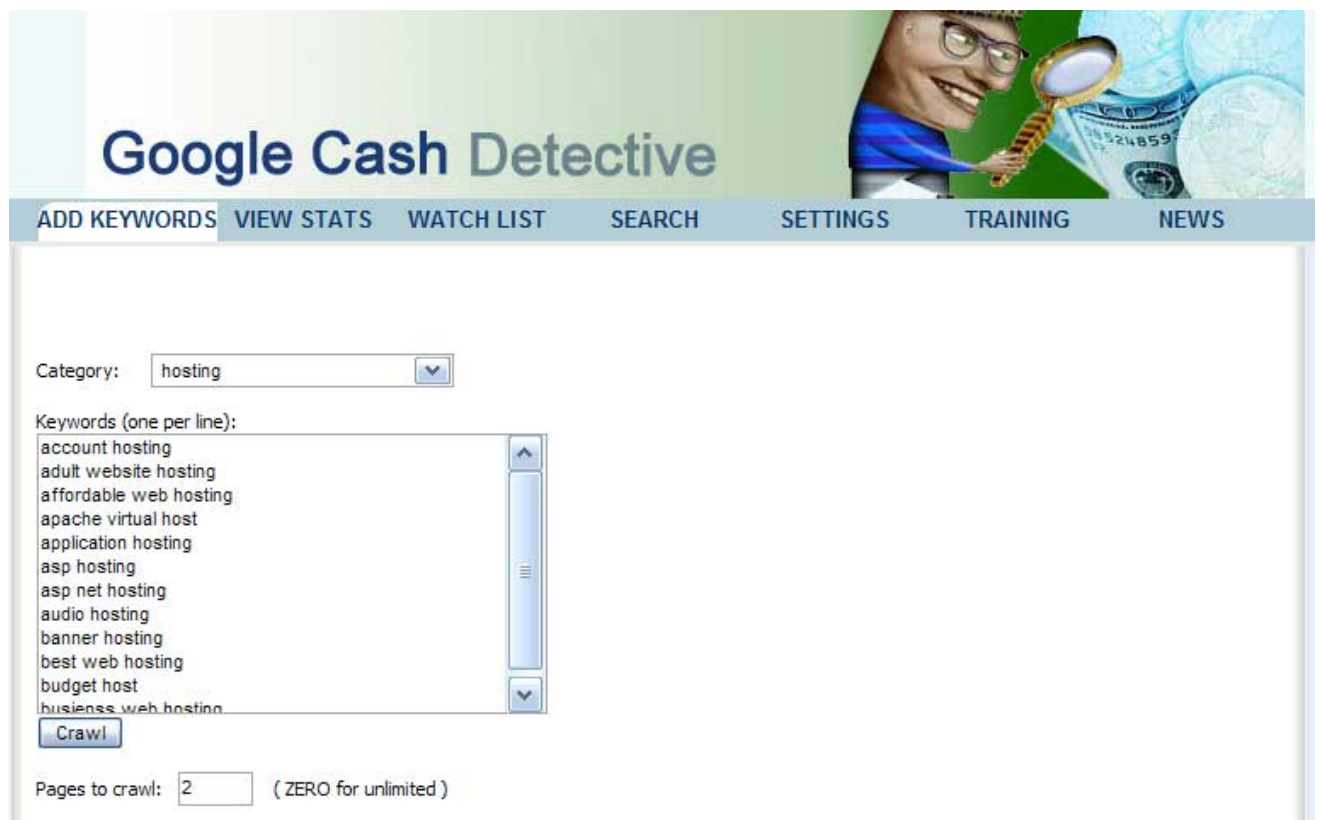
Step #1: Choose a niche.

I have a lot of confidence in this incredible new tool, so I'm going to start with a highly competitive and mature niche such as web hosting!

Step #2: Create a keyword list, and paste it into the Google Cash Detective.

I quickly use a few tools to generate a short list of some highly trafficked keywords and as you can see from the screenshot below, I place my keywords in a category called hosting.

Click the "crawl" button.



For every keyword that you enter, the Google Cash Detective will show what ads are being displayed for as many ad positions as you choose to see. Over time, you can keep entering more keywords. You can monitor hundreds, even thousands of keywords.

That's all you have to do aside from letting the software have a few days to monitor your niche markets. Since the Google Cash Detective shows you over time which affiliate programs are being consistently promoted for a specified keyword phrase, the more time you give the Detective, the more confidence you will have in the profitability of the campaigns that it identifies.

The Google Cash Detective will monitor your keywords on whatever schedule you chose, and you can return later to check the results.

Let's go check on them now.



Keyword	Lo/Hi Cpc	Lo/Hi Clicks	Urls	Affiliate Urls	Status	Variations
<input type="checkbox"/> account hosting	1.35 1.69	2.46 5.37	154/16	9/2	Active	101
<input type="checkbox"/> adult website hosting	2.38 2.98	0.84 1.29	176/13	6/1	Active	74
<input type="checkbox"/> affordable web hosting	0.77 0.96	45.53 56.99	214/15	12/2	Active	101
<input type="checkbox"/> america's most wanted host	1.02 1.27	0.01 0.01	29/1	5/0	Active	24
<input type="checkbox"/> apache virtual host	0.90 1.12	1.03 1.03	42/0	4/0	Active	202
<input type="checkbox"/> application hosting	3.91 4.89	3.34 4.23	141/16	2/0	Active	101
<input type="checkbox"/> asp hosting	2.46 3.07	26.28 34.46	160/19	2/0	Active	182
<input type="checkbox"/> asp net hosting	2.06 2.57	21.62 27.01	142/17	2/0	Active	101
<input type="checkbox"/> audio hosting	3.58 4.47	3.23 4.08	161/7	22/1	Active	202
<input type="checkbox"/> banner hosting	1.35 1.69	1.88 2.61	231/17	11/0	Active	202

The screen shot above displays some of the web hosting keywords that I entered into the Google Cash Detective about 2 months ago. I have the Detective set to monitor these keywords several times per day.

In the first column, note the keyword phrase “affordable web hosting” that I have circled in red. In the next column, “Lo/Hi Cpc”, there are two numbers listed (I put a red bracket around them). These two numbers represent the average cost per click on Google

Adwords for the #3 and #1 ad positions, respectively. In this case on average, the #3 ad position costs 77 cents per click, and the #1 ad position costs 96 cents per click.

In the next column, “**Lo/Hi Clicks**”, the two numbers represent the number of clicks that ad position #3 and #1 receive per day, respectively. So for the keyword phrase “affordable web hosting”, we can see that the #3 Ad position receives an average of 45.53 clicks per day, and the #1 Ad position receives an average of 56.99 clicks per day. So at a glance, we can see that if we can bid between 77 and 96 cents per click for the keyword “affordable web hosting,” we can expect to get between 45 and 57 clicks a day in the first three ad positions.

Right away, I start thinking about how many web hosting units I need to sell to cover the \$34 to \$55 per day in Adwords costs. The answer is about 1 per day and a half. If my competitor can do it, I probably can as well.

Now let’s click on that keyword: affordable web hosting

Category: hosting
Keyword: affordable web hosting

	Best Ad	Url	First Seen Last seen	Ratios Days/Times/ Random	Average Position	Affiliate
<input type="checkbox"/>	Top 10 Affordable Hosting Compare The Top 10 Web Hosting. All Offer Free Domain & Setup. www.Top-10-Web-Hosting.com Ad 1 of 3	http://www.top-10-web-hosting.com	02/21/07 04/28/07	59/67 (88.06%) 196/200 (98.00%) 13/200 (6.50%)	1.00	Yes
<input type="checkbox"/>	Affordable Hosting. Sign Up Now! Free 24/7 Support. Affordable Hosting from \$4.95 /mo ixWebHosting.com Ad 1 of 2	http://www.kqzyfj.com/click-1160809-10393535?sid=affordable hosting	02/21/07 04/28/07	59/67 (88.06%) 165/200 (82.50%) 88/200 (44.00%)	<u>6.36</u>	Yes
<input type="checkbox"/>	Save On Hosting -Today Expandable Web Space, Free Domain, Rollover Bandwidth & Web Builder. www.Ez-Web-Hosting.com Ad 1 of 5	http://www.ez-web-hosting.com/go.cgi/1307318802	02/21/07 04/28/07	53/67 (79.10%) 111/200 (55.50%) 0/200 (0.00%)	6.86	No Mark Affiliate
<input type="checkbox"/>	\$3.99 Hosting at GoDaddy Netcraft rated #1 Free 24/7 Support Free setup. Uptime guarantee. More GoDaddy.com Ad 1 of 1	http://www.godaddy.com/gdshop/hosting/shared.asp?i=gooh1003af	02/21/07 04/28/07	21/67 (31.34%) 51/200 (25.50%) 2/200 (1.00%)	7.12	No Mark Affiliate

The above screen shot shows us the ads that have been running for the keyword: affordable web hosting. The first column labeled “**Best Ad**”, displays the ad that has been run with the most frequency. Below the ad, you can see how many additional ads have been tested or are rotating.

For example, below the first ad, you can see “**Ad 1 of 3**,” signifying that there are three ads that have been tested. The text “**Ad 1 of 3**” is a link to a new page that shows you each unique version of the ads that have been tested by this competitor.

The 2nd column labeled **Url**, displays the destination URL of the Adwords ad. Let’s first look at the destination URL circled in red.

[http://www.kqzyfj.com/click-1160809-10393535?sid=affordable hosting](http://www.kqzyfj.com/click-1160809-10393535?sid=affordable%20hosting)

Bingo! That’s a Commission Junction Affiliate link.

We have discovered that this ad is using a direct to merchant affiliate link - no landing page, just a direct link.

The Detective recognizes the URL as an affiliate campaign and highlights it in pink when it appears profitable. The third URL down is highlighted in blue, indicating a profitable campaign but not recognized to be that of an affiliate.

Below is the same screen shot included again for easy reference.

Category: hosting
 Keyword: affordable web hosting

	Best Ad	Url	First Seen Last seen	Ratios Days/Times/ Random	Average Position	Affiliate
<input type="checkbox"/>	Top 10 Affordable Hosting Compare The Top 10 Web Hosting. All Offer Free Domain & Setup. www.Top-10-Web-Hosting.com Ad 1 of 3	http://www.top-10-web-hosting.com	02/21/07 04/28/07	59/67 (88.06%) 196/200 (98.00%) 13/200 (6.50%)	1.00	Yes
<input type="checkbox"/>	Affordable Hosting. Sign Up Now! Free 24/7 Support. Affordable Hosting from \$4.95 /mo ixWebHosting.com Ad 1 of 2	http://www.kqzyfj.com/click-1160809-10393535?sid=affordable hosting	02/21/07 04/28/07	59/67 (88.06%) 165/200 (82.50%) 88/200 (44.00%)	6.36	Yes
<input type="checkbox"/>	Save On Hosting -Today Expandable Web Space, Free Domain, Rollover Bandwidth & Web Builder. www.Ez-Web-Hosting.com Ad 1 of 5	http://www.ez-web-hosting.com/go.cgi/1307318802	02/21/07 04/28/07	53/67 (79.10%) 111/200 (55.50%) 0/200 (0.00%)	6.86	No Mark Affiliate
<input type="checkbox"/>	\$3.99 Hosting at GoDaddy Netcraft rated #1 Free 24/7 Support Free setup. Uptime guarantee. More GoDaddy.com Ad 1 of 1	http://www.godaddy.com/gdshop/hosting/shared.asp?isc=gooh1003af	02/21/07 04/28/07	21/67 (31.34%) 51/200 (25.50%) 2/200 (1.00%)	7.12	No Mark Affiliate

The next column labeled “**First Seen / Last Seen**” displays the dates when the ad was first seen and last seen. The longer this date range, the more confidence you can have that the corresponding ad and keyword combination is profitable.

The next column labeled “**Ratios**” displays how often the ad has been shown. This same level of detail is available if you click on the “**Ad 1 of 2**” link to see all the versions that have been tested. For the ad example that I have marked with red, we can see that for the keyword affordable web hosting, the ad has been displayed 59 out of the 67 days that I have been monitoring it.

Since I have the Detective monitoring my web hosting keywords more than once a day, I can look to the 2nd set of numbers in the “**Ratios**” column to estimate how often this campaign exhausts its daily budget. I can see that this ad was displayed 165 out of the 200 total times that the Detective was checking.

Finally, the last set of numbers in the “**Ratios**” column gives an idea of what the click through rate is like. The higher this ratio, the better the click through rate of the ad is.

The next column shows the Average Position of the ad. For this keyword the average position is 6.36.

Looking at all of this data for the keyword “affordable web hosting,” we can determine that the second ad with the CJ affiliate link is most likely a profitable campaign.

That keyword, ad, and merchant combination is most likely profitable because it has been running for 59 out of 67 days, and was last seen today. If it was not profitable, they would have pulled the ad by now.

So now you have identified a profitable campaign. You know the keyword, the ad text and the affiliate program.

The keyword is: affordable web hosting

The ad text is:

Affordable Hosting

Sign Up Now! Free 24/7 Support.

Affordable Hosting from \$4.95 /mo

ixWebHosting.com

The affiliate program is: ixWebHosting through Cj.com

Step #3: Copy the ad and replace your affiliate link in the destination URL.

At this step, you have a couple of options.

Option #1: You can bump out your competitor's ad and take their spot. Knowing that Google will only display one unique Display URL per keyword phrase, you can take a competitor's spot by using the same Display URL, bidding higher, and/or priming your click through rate.

Option #2: You can choose to slide in along with them. To do this, you use a different Display URL. The display URL is ixWebHosting.com. You might change it slightly to ix-WebHosting.com. Notice the dash between ix and Web. By using a unique Display URL, you can adjust your Max Bid and/or prime your click through rate to slip your ad above or below the competing ad depending on your strategy.

Option #3: You can create a cloaked link that redirects to your affiliate link. You would use that link for your Display and Destination URL.

Option #4: You can create a simple landing page where you review the program in question and then link to it with your affiliate link. Then for your Display and Destination URL, you'd put the URL of your landing page.

So, to complete Step #3, (regardless of which option you use for the Display and Destination URLs) you sign up as an affiliate to ixWebHosting.com. You bid on the keyword *affordable web hosting*. You copy their ad and try to improve on it slightly.

Your Ad might look like:

Affordable Web Hosting

Sign Up Now! Free 24/7 Support.

Affordable Hosting from \$4.95 /mo

ixWebHosting.com

Notice that all I did was add the word "Web" to the ad title. The ad will stand out more since "Web" is now shown in bold type.

Step #4: Use the Google Cash Automator to move the profitable campaigns that you have identified with the Google Cash Detective into your Adwords account. This also sets up conversion tracking for your keywords.

Additionally, split test your ads by creating another ad for your ad group and change just one thing. Try to beat the control.

Step #5: Repeat.

Do this many more times. The 4 steps I explained above only take a few minutes. So search for more profitable ads, and repeat the process.

Did you follow that?

Can you believe how ridiculously easy this is?

How a 15 Year Old Mexican Girl Used the Google Cash Detective to Legally Steal the Profits from Other Affiliates, to the Tune of \$1107 Her First Month!

I figured that my new automated system was so easy that even a child could do it, but I had to have one try to be sure. So, I talked to a friend of mine and asked her if I could share this information with her 15 year old daughter.

I would show her the concepts, let her use the software, and see what happens. My friend said ok and she signed up for an Adwords account to which she gave her daughter access.

My friend's daughter, Leila, is a 15 year old Japanese/Mexican girl that lives in Puerto Escondido, Mexico. She's one of my neighbors. She's on the computer a couple hours a day and uses it to chat, email, and play some games. She has no special computer skills and can barely type. Her English is pretty good, but she is by no means fluent.

I explained the Google Cash Method to Leila. I explained how affiliate programs work. I showed her Clickbank, and explained how the product vendors offer 50% to 75% commissions when an affiliate makes a sale.

I also explained to her how Pay Per Lead offers work, and that these can be good to start with because conversions are generally higher since the customer only has to take an action like filling out a form with a name or email address.

I showed Leila my Adwords account and a couple of my campaigns. Then I explained the market research technique that I have been using, and I gave her access to the Google Cash Detective.

That was Day 1.

She left seemingly weary and confused, and I wondered if I had tried to explain too much at once. Leila went home and played with the software and came back a couple days later.

Next, I gave her a simple strategy to follow.

I told her to browse the Clickbank marketplace and to make a list of Clickbank products. Then take those product names and enter them into the Google Cash Detective and start monitoring them.

She left and went to work on her assignment. She emailed me over the next week to let me know about her progress. She had entered a bunch of keywords into the tool, all Clickbank product names and some related keywords.

I went on a trip and didn't speak or hear from Leila for 3 weeks. When I returned, we met. She came running into the house super excited, "I know what to do. I found lots of them. Look! Look!"

So we launched the software and looked at her data. The software had been monitoring her keywords for 30 days.

She showed me her keywords and stats and showed me what she believed were several profitable campaigns.

Here are some of the keywords she entered.

cbmall
 cb mall
 cbmall.com
 cbmall com
 Clickbank
 clickbanc
 click bank

Here are the stats from the Detective after 30 days for the keyword: cbmall

Keyword: cbmall

	Best Ad	Url	First Seen Last seen	Ratios Days/Times/ Random	Average Position	Affiliate
<input type="checkbox"/>	CBMall ® Official Site Popular Way to Make Money Online Without A Website. \$47. Guaranteed! CBMall.com Ad 1 of 1	http://surveyrw.cbmall.hop.clickbank.net	02/13/07 03/13/07	28/30 (93.33%) 90/99 (90.91%) 0/99 (0.00%)	1.00	Yes
<input type="checkbox"/>	Better Than CBMall Make More Money With 1stPromotion Totally Customizable, No Experience www.1stpromotion.com Ad 1 of 7	http://www.1stpromotion.com/better-than-cbmall.php	02/13/07 03/13/07	26/30 (86.67%) 84/99 (84.85%) 30/99 (30.30%)	6.05	No Mark Affiliate
<input type="checkbox"/>	Gurus Suck Don't buy CB Mall until you read this. TheRichJerk.com Ad 1 of 9	http://googlejerk.richjerk.hop.clickbank.net/?cp=googlejerk&tid=google	02/13/07 03/13/07	27/30 (90.00%) 86/99 (86.87%) 62/99 (62.63%)	7.71	Yes
<input type="checkbox"/>	CBMall Special Offer Get the Special Offer on CBmall.com e-businessreviews.com Ad 1 of 2	http://e-businessreviews.com/products/cbmall.html	02/13/07 03/13/07	26/30 (86.67%) 82/99 (82.83%) 0/99 (0.00%)	10.38	No Mark Affiliate

Leila identified several different profitable affiliate campaigns. One example she showed me was for the keyword: cbmall

I took the screenshot above on March 13, 2007.

For the keyword cbmall, she showed me that there were a couple of profitable affiliate Adwords ads. You can see them in the screenshot above highlighted in pink. The Google Cash Detective identifies profitable ads that use affiliate links by highlighting them in pink.

Leila went through all of her keywords that she had been monitoring and identified profitable affiliate campaigns to attack.

Leila's mom signed up as an affiliate of Clickbank and gave her Clickbank nickname to Leila. Leila then went through all of the profitable campaigns she had found using the Google Cash Detective.

She created the exact same Adwords ads for those keyword / merchant combinations that the software had identified as profitable. The only change she made was to alter the destination URL to include her Clickbank nickname in the affiliate link!

When Leila launched her Adwords ads, every destination URL was being tracked to the keyword. The next day we looked at the software reporting, and she had 64 clicks at a cost of \$18.31.

Next, we logged into her Clickbank account. She had 2 sales totaling \$53.40. Overnight she'd earned \$35.09 in profits. It was a success!

Leila has since branched off from there and has been monitoring keywords related to things she does online, games she plays, her hobbies, etc. and she has setup several more profitable campaigns.

Her mom doesn't quite understand what the hell is going on, and why all of this money is coming in.

When Leila and I try explaining it to her she looks at us like she has no idea what we are talking about, with a blank look on her face. Then she just laughs and says, well that's great!

But Leila does understand. By finding profitable campaigns and mimicking them, she has skipped several steps in the normal learning curve.



Leila identifying profitable campaigns to attack

This has to be the easiest, quickest, and safest way to make money online.

So much so, a child did it.

And so can you!

Google Cash Spaceships

I've been watching and studying the PPC and Online Business landscapes for the last 4 years. I started by monitoring keywords and PPC campaigns manually using the spreadsheet method I discussed earlier. Then I hired someone to do it for me.

Now, in the last few months, I've taken my PPC monitoring to a whole new level. Using the Google Cash Detective, I've been monitoring over 100,000 keywords in over 40 niches! Over 100,000!

The Google Cash Detective identifies my competitors' profitable Adwords campaigns, and using the Google Cash Automator, I import their profitable combinations of keyword phrase, ad copy, and offer into my Adwords account.

Starting my own campaigns on the foundation of an already proven keyword, ad, and offer combination nearly insures that when I enter new markets, I will be immediately profitable.

The Google Cash Automator tracks all of my keywords through to conversion, even for affiliate sales. It automatically adjusts my max CPC to optimize my ROI. There is even flexibility built into the software that allows me to approach this metric from a few different ways.

I've already shown you how to leverage the power of these new tools, but now, I'm going to expand on this concept. I'm going to show you how to turn those profits into a diversified and sustainable business model. This is what I've been doing lately, and you can start doing too!

Once you start recognizing who the profitable, big spenders in the PPC space are, you have a great opportunity to learn from their business strategies. In fact, you can reverse engineer their entire online business model.

Imagine that you are a customer, searching for the product or service being sold by one of the big PPC spenders. Sign up for their newsletter. Examine their back end products, and estimate what kind of conversion rates they might be achieving with their landing pages.

Map out on a piece of paper their business model, how they are making money. Then, you can copy and improve on their strategy, not only for their PPC ads, but also for their entire online business model.

Instead of Online Business Models, we call them Spaceships.

I've made mind maps of all of the different profitable spaceships I've uncovered over the last year. I take components from one spaceship and test them in a spaceship of my own.

When you learn to transfer high performing spaceships into markets where they haven't been seen before, conversion rates can be significantly higher than those from the market where the spaceship originated.

The spaceship is everything you put behind the PPC ad. A modern spaceship might consist of a review site with an auto responder series of related offers or relevant articles served with AdSense, etc.

After you've identified profitable PPC campaigns and reverse engineered their spaceship to find out how they are making money, you can then build your own spaceship. *At this stage of the game, it's very easy to make improvements on the most prevalent spaceships!*

Many pay per click advertisers don't have much of a spaceship at all! These advertisers are not taking advantage of the additional selling opportunities that can be engineered into a high-performing spaceship.

For the most part, there is not much to these spaceships, especially once you have the plans. I can build a good one in a day.

Let's take a closer look because there are many different kinds of spaceships.

The simplest spaceship is a no frills direct link from the destination URL of an Adwords ad to a merchant's sales page. A standard example is the promotion of an affiliate product or a pay per lead offer without the use of a landing page.

A second type of spaceship uses a landing page with affiliate links on it, but no autoresponder.

A more modern spaceship uses a landing page with affiliate links and an autoresponder signup form.

The newest spaceships (often used by product owners) use a landing page that reviews their own product and an alternative choice. These spaceships offer a bonus to collect your email address. There is more than one possible customer path, so you receive follow up emails depending on what you purchase. Regardless of your actions on the landing page, if you entered your email address for the bonus, you will receive future offers until you unsubscribe.

You get the idea. The spaceship is what comes after the PPC. You send your PPC traffic to your spaceship. Certain spaceships work in certain markets better than others.

Now, when I'm studying the data and I find high volume PPC campaigns, I start looking closely at what they are doing. *I reverse engineer their sale's process and map out their spaceship.*

More often than not, I see several places on the backend where they're leaving tons of money on the table. Sometimes, I'll find some spaceships that are probably profitable, but their ROI is unnecessarily low because they are leaking profits like crazy.

I come along and put my spaceship on top of their profitable PPC campaign, *right on top of their keywords*. Since my spaceship is tighter and pumps out a lot more profits, I can afford to bid higher than they can. I can whittle away at them until they leave the niche.

I'm already seeing some people use several spaceships on a given keyword phrase. The spaceships appear unique but are actually replicas with slightly different creative design. Trying to fill numerous PPC search positions, some marketers are throwing up several of these at once. For example, you might have one marketer who has 6 ads in the top 10 ad results, *all going to different spaceships*.

When you use this strategy, your competitor's profits plummet and most often the competitor leaves the niche. Suddenly, you have your keywords locked up. At this point, you set the Google Cash Automator to manage your ROI. You can monitor your ROI in the software's reports and can quickly see the performance of specific keywords.

Talk about Auto Pilot!

Now, let's find a profitable spaceship together.

An easy spaceship to identify and recreate is one that has a landing page promoting affiliate or pay per lead offers. There's no product to deal with, and these spaceships are simple to setup.

Let's return to my web hosting example. I have been monitoring thousands of keywords for the web hosting niche for over 60 days. For hundreds of those keywords, I've noticed one site that consistently shows up in the top Adwords ad positions on Google every day.

This site is showing up for expensive keywords that get a lot of clicks. You can assume that the ads are profitable because their creator is spending thousands of dollars a day on these keywords. They couldn't continue to spend \$2000+ per day with Adwords if they weren't profitable.

Let's look at the keyword: affordable web hosting

Category: hosting
 Keyword: affordable web hosting

Add to watch list

	Best Ad	Url	First Seen Last seen	Ratios Days/Times/ Random	Average Position	Affiliate
<input type="checkbox"/>	Top 10 Affordable Hosting Compare The Top 10 Web Hosting. All Offer Free Domain & Setup. www.Top-10-Web-Hosting.com Ad 1 of 3	http://www.top-10-web-hosting.com	02/21/07 04/28/07	59/67 (88.06%) 196/200 (98.00%) 13/200 (6.50%)	1.00	Yes
<input type="checkbox"/>	Affordable Hosting. Sign Up Now! Free 24/7 Support. Affordable Hosting from \$4.95 /mo ixWebHosting.com Ad 1 of 2	http://www.kqzyfj.com/click-1160809-10393535?sid=affordable hosting	02/21/07 04/28/07	59/67 (88.06%) 165/200 (82.50%) 88/200 (44.00%)	6.36	Yes
<input type="checkbox"/>	Save On Hosting -Today Expandable Web Space, Free Domain, Rollover Bandwidth & Web Builder. www.Ez-Web-Hosting.com Ad 1 of 5	http://www.ez-web-hosting.com/go.cgi/1307318802	02/21/07 04/28/07	53/67 (79.10%) 111/200 (55.50%) 0/200 (0.00%)	6.86	No Mark Affiliate
<input type="checkbox"/>	\$3.99 Hosting at GoDaddy Netcraft rated #1 Free 24/7 Support Free setup. Uptime guarantee. More GoDaddy.com Ad 1 of 1	http://www.godaddy.com/gdshop/hosting/shared.asp?isc=gooh1003af	02/21/07 04/28/07	21/67 (31.34%) 51/200 (25.50%) 2/200 (1.00%)	7.12	No Mark Affiliate

Notice the first Ad – www.top-10-web-hosting.com

That one sounds like an affiliate site. Let's check it out. Yep, it sure is. It compares 10 hosting companies:

TOP-10-WEB-HOSTING.COM
 The Official Top 10 Web Hosting Site

HOME ABOUT US HOSTING GLOSSARY CONTACT US

10 Making your web hosting choice easy!

Top-10-Web-Hosting.com is a **FREE** service to the public. Below are the 10 best, most reliable and affordable web hosting companies reviewed by experienced webmasters and ranked according to reliability, price value, customer service, features, control panel, server uptime, and ease of use. **See our top 10 list below:**

----- Last update: **Saturday, April 28, 2007** -----

#	HOST NAME	WEBSITE	PRICE	DOMAIN	SETUP	DISK SPACE	BANDWIDTH	MONEY BACK	REVIEW
1		Visit Site	\$4.95	Free 4 Life	Free	300 GB	3000 GB	Any-Time	Best Host Overall READ REVIEW
2		Visit Site	\$4.95	Free	Free	300 GB	3000 GB	30 Days	Top Features READ REVIEW
3		Visit Site	\$7.95	Free	Free	300 GB	3000 GB	30 Days	Great Support READ REVIEW
4		Visit Site	\$5.95	Free	Free	200 GB	2000 GB	30 Days	Experience READ REVIEW
5		Visit Site	\$5.95	Free	Free	300 GB	3000 GB	30 Days	Business Host READ REVIEW
6		Visit Site	\$6.95	Free	Free	300 GB	3000 GB	30 Days	Good Value

Now, in the Google Cash Detective, let's click on this affiliate site's URL: www.top-10-web-hosting.com. Below is the page displayed after we click on their URL:

Url: <http://www.top-10-web-hosting.com>

Best Ad	Keyword	First Seen Last Seen	Days/Total/ Random Ratio	Average Position
Official Top 10 Web Hosts Compare The Top 10 Web Hosting. All Offer Free Setup & Domain Name. www.Top-10-Web-Hosting.com Ad 1 of 2	web page hosting	02/21/07 04/28/07	61/67 (91.04%) 205/205 (100.00%)	1.00
Best 10 Web Hosting Compare The Top 10 Web Hosting. All Offer Free Setup & Domain Name. www.Top-10-Web-Hosting.com Ad 1 of 3	web hosting providers	02/21/07 04/28/07	61/67 (91.04%) 205/206 (99.51%)	1.00
Top 10 Cheap Web Hosting Compare The Top 10 Web Hosting. All Offer Free Setup & Domain Name. www.Top-10-Web-Hosting.com Ad 1 of 2	cheap web hosting	02/21/07 04/28/07	61/67 (91.04%) 204/205 (99.51%)	1.06
Top 10 Web Hosting Compare The Top 10 Web Hosting. All Offer Free Domain & Free Setup. www.Top-10-Web-Hosting.com Ad 1 of 5	hosting service	02/21/07 04/28/07	61/67 (91.04%) 204/206 (99.03%)	1.00
Best 10 Web Hosting List Compare The Top 10 Web Hosting. All Offer Free Setup & Domain Name. www.Top-10-Web-Hosting.com Ad 1 of 4	best web hosting	02/21/07 04/28/07	61/67 (91.04%) 203/204 (99.51%)	1.00
Top 10 Web Hosting Compare The Top 10 Web Hosting. All Offer Free Domain & Free Setup. www.Top-10-Web-Hosting.com	hosting services	02/21/07 04/28/07	60/67 (89.55%) 201/201 (100.00%)	1.00

Notice that all of the ads that the Detective is displaying are now from www.top-10-web-hosting.com. You can now see the other keywords they are using, their corresponding ads, and each ad's avg. position.

Under the watch list tab (not shown above), we can see that this URL is advertising for 1068 keywords that we have been monitoring. We can also see here that they have several profitable campaigns.

Now, all we have to do is mimic their strategy.

With just a few clicks in the Google Cash Automator, we can copy all of their profitable campaigns into an Adwords account, complete with keyword level tracking links!

In this particular example, the profitable campaign we identified consists of PPC traffic sent to a review landing page site. It is a one page website with descriptions of the top 10 web hosting sites, a short review of each host, and affiliate links to each host's sales page.

So, let's try and figure out their spaceship. The site has no graphics; it's a simple review site. You could build it in a couple of hours if you have basic design skills, or you can hire someone on rentacoder.com to build it for you for around \$50.

This site doesn't use an auto responder series. They don't have an email list.

OMG! Are you kidding me?

This site owner is paying to send thousands of visitors to this review site every day, and he or she is not capturing names and email addresses. Offering a free Special Report with some useful information about the web hosting niche, like pitfalls to avoid or best practices, would conservatively generate between 300 and 500 email prospects per day.

You could easily put a backend on this affiliate review site. For example, using an autoresponder, you deliver the special report via email followed by different pay per lead offers, special discounts, or other affiliate offers related to the web hosting niche, like tools for building and managing websites.

To summarize, their spaceship is just a landing page with reviews and affiliate links to the merchant sites. That's it. We know their profitable keywords, Adwords ads, landing page design and copy, and the affiliate programs that must be selling for them. We can also see that they have no backend, no prospect list.

That is a pretty weak spaceship, but it is certainly profitable!

So, using their profitable components and our improved spaceship, we immediately start with a positive ROI. We add a series of related backend products using sophisticated testing and tracking.

To maximize profits, the Google Cash Automator tests and tracks different parts of the system, enabling you to constantly improve your PPC campaigns and the overall spaceship performance.

Tracking keywords to conversion enables you to remove unprofitable keywords while increasing traffic to the most profitable ones. I have the Google Cash Automator automatically adjust my Max CPC to optimize around ROI so that I'm using my resources as wisely as possible.

The Google Cash Automator can split test your landing pages and track every step of a multi-step sales process. This means that the Automator can manage more than your PPC campaigns. It can manage your entire spaceship!

This might sound a little complicated, and if you were doing it all manually, it would be a nightmare. *With software that does all of this for you automatically, you can focus on finding new profitable niches instead of the accounting required to maintain the ones you already have.*

How a Corporate Slave Followed These Steps and Quit his JOB (Just Over Broke) in just 2 Months, and How You Can Too!

The next case study is of a friend of mine from Utah, named Shane. We were chatting online one day, and he was complaining how horrible his job was. He hated commuting to work. His boss was abusive, and he was constantly threatened by a “probable lay off.”

Shane said the he wanted to quit his job and wished he could find a way to work from home. He had no knowledge of Internet Marketing, Adwords, Affiliate Programs, none of that.

Shane asked me if I thought he could start a profitable Google Cash business. He was concerned that the concepts would be new and overwhelming and that the learning curve might be too steep. He feared that it could take months, even years, to create enough reliable income to quit his job.

I told Shane that I was confident that he could follow my instructions and be earning enough profits by his 2nd month to quit his job.

Although he was quite skeptical, he promised to give it his best because he really wanted out of his job and there really wasn't much to lose by trying.

So, I gave Shane my Google Cash eBook. He read it twice, and we talked about the process.

I then set him loose with the Google Cash Detective. Against my warnings, he did keyword research for the Make Money at Home Niche. I told him there were easier niches to attack first, but he wanted to try that niche.

He made a list of keywords like: make money, make money from home, earn money, work at home, etc.

When he showed me his keyword list, I didn't like it. His keywords were broad, and many were expensive. I didn't think any Affiliate Marketer could have profitable campaigns running for those keywords.

Shane entered the keywords into the Detective anyway, and the software started monitoring them. After a couple of weeks, we looked at the data. Shane had noticed that for many of his keywords, a one page, simple review landing page was consistently displayed in the top 4 positions.

To illustrate what Shane noticed, let's go look at the Google Cash Detective for the keyword: make money:

Category: Money and Finance
Keyword: make money

	Best Ad	Url	First Seen Last seen	Ratios Days/Times/ Random	Average Position	Affiliate
<input type="checkbox"/>	Make Money Have a website or blog? Earn revenue with Google AdSense. www.google.com/adsense Ad 1 of 2	http://www.google.com/adsense?sourceid=aso&subid=w-w-en-ha-general_make_money&medium=sem	02/13/07 05/01/07	69/78 (88.46%) 239/269 (88.85%) 258/269 (95.91%)	1.78	No Mark Affiliate
<input type="checkbox"/>	Make Money - Free You won't get rich but you can make a realistic \$200 to \$5,000 a month. www.ProjectPayday.com Ad 1 of 6	http://www.projectpayday.com/adm/adwords/	02/13/07 05/01/07	69/78 (88.46%) 266/269 (98.88%) 263/269 (97.77%)	3.69	No Mark Affiliate
<input type="checkbox"/>	I was scammed 37 times These websites are absolute scams I will show you the ones that work Dannys-Scam-Review.com Ad 1 of 3	http://dannys-scam-review.com	02/13/07 05/01/07	67/78 (85.90%) 244/269 (90.71%) 247/269 (91.82%)	4.05	Yes
<input type="checkbox"/>	Make \$10 in 5 minutes. Free List of Paid Surveys. Make \$150/hr for free. Join Now. www.SurveyMonster.net Ad 1 of 3	http://www.surveymonster.net	02/13/07 05/01/07	69/78 (88.46%) 221/269 (82.16%) 168/269 (62.45%)	11.30	No Mark Affiliate

In the above screen shot, you can see that Dannys-Scam-Review.com's ad was shown 67 out of 78 days in the average position of 4.05

When we analyzed the results from the Google Cash Detective, we noticed that Dannys-Scam-Review.com is using the same landing page for **all** of their Adwords ads. All of their Ads use the same ad copy, and they all have the same destination URL: dannys-scam-review.com

This was very interesting. *We were looking at a high volume campaign across a wide range of broad keywords, many that are expensive. Someone was risking some serious capital on Adwords ads!* We started dismantling their spaceship.

On the landing page, two Clickbank products with commissions of \$33.90 and \$25 per sale were recommended. The site uses an Aweber autoresponder with a hover in sign up

form that floats in and offers you a free Special Report if you leave your name and email address.

Shane entered his name and email address and started getting their emails.

Using the Google Cash Detective, we looked at Dannys-Scam-Review's Adwords campaigns, and we could see that they were bidding on tons of broad and expensive keywords that notoriously convert poorly. Keywords like: make money, earn money, affiliate, work from home, etc.

These keywords all cost over \$1 per click for the top positions and usually convert poorly because they are so broad. Most advertisers who bid on these terms do so for a couple of days max before dropping their ads. Using the Detective, we had seen plenty of those advertisers.

Dannys-Scam-Review.com, on the other hand, had been showing up between the #1 and #5 position almost every day for the last 78 days for these high trafficked and expensive keywords. They were also showing up for hundreds of other keywords that we are monitoring. **They are spending some serious money!**

The Detective shows us the max CPC and # of daily clicks for each of their keywords. For the keywords make money, earn money, work at home, and the like, we can see that they are spending thousands of dollars per day on Adwords.

All of their Ads are the same boiler plate ad.

I was scammed 37 times

These websites are absolute scams
I will show you the ones that work
Dannys-Scam-Review.com

They are doing no testing, and they are not trying to improve their CTR. We can see the destination URL of their Adwords Ad, and it's always just: Dannys-Scam-Review.com

If they used tracking the destination URL would have something like this after it:

?keyword=make_money

So to recap, we've determined that they have a huge Adwords campaign, costing them thousands of dollars a day. Using hundreds of keywords, this campaign brings thousands of people to their one page landing page every day.

On that landing page, they promote two Clickbank eBooks and earn \$34 and \$25 per sale.

Of the many daily visitors they buy from Google, a very small percentage will click through one of their affiliate links and buy one of those products. They are definitely not

profitable from that alone. In fact, it surely will not even come close to covering their Adwords bill.

Let's say that from their Adwords campaigns, they get 9,000 visitors a day to their landing page. That may seem high to you, but looking at the data in the Detective, that is likely a conservative number.

Let's say that their landing page converts at 1%, which it doesn't because their keywords are so broad and such poor converters. Realistically, the landing page probably converts at more like 0.5% , but we'll go with 1% to make a nice round number and to give them a best case scenario.

So with a 1% conversion rate and 9000 visitors per day, this spaceship should generate about 90 sales per day directly from the landing page. If we take the average commission for the two affiliate products that they're promoting that would be \$29.50 multiplied by 90 sales per day and would equal \$2655 per day.

For their 9000 visitors that they are receiving from these "make money" and "work at home" type of keywords they are spending at least \$5000+ per day in Adwords costs.

So, their front-end is not profitable. In fact they are losing almost half!

Let's keep studying this spaceship and estimate what the autoresponder might be doing.

If the autoresponder hover-in name capture form converts at 10%, from the 9,000 daily visitors, they would generate approximately 900 daily signups. That's 900 people a day who enter their name and email to get the special report.

In the case of Danny's Scam Review, the first email contains the promised special report, *a weak one page email with no useful information!*

The second email has a link to a form that you fill out if you want to be contacted by phone for a personal mentoring in a coaching club. The third email is a promotion for an affiliate product.

Emails 4, 5, 6, etc. are all pushing more affiliate products.

So in their email series, they are promoting several affiliate products. If we average all of those product's commissions, we get around \$24 per sale.

Let's say they convert 1% of their 900 email signups per day to buy one of the products they are promoting. That's 9 sales a day at \$24 commission which equals \$216 per day.

Add the \$216 to their previous \$2655 and now you're at: \$2871

Still, they are not even coming close to covering their Adwords costs.

So how in the world are these guys making money?

It's probably from selling leads. The leads captured from the form that you fill out if you want to be contacted by phone for 1 on 1 mentoring are most likely sold to a telemarketing company. How do I know? Because they called Shane and tried to sell him a Real Estate Investing Course.

So, let's say that from the 900 daily auto responder signups, 10% fill out the lead capture form.

That's 90 per day. For a high priced coaching club, leads like these they could be selling for around \$40 per lead. $90 * \$40 = \3600

So if we add the \$3600 to their \$2871 from above, that equals: \$6471

As a rough estimate, on the low end they might be earning \$6471 a day while spending \$5000 per day on Adwords, leaving them with \$1471 in daily profits!

Now keep in mind, there could even be more to this than meets the eye. Perhaps Dannys-Scam-Review.com owns a couple of the eBooks he promotes. That means even more profits. Or perhaps beyond selling leads to the real estate investment coaching program, the site owner earns 30% from any telemarketing sales. That would really increase their profits!

So, How Do You Profit From This Information?

After you have reverse engineered a competitor's business model, use their spaceship design and campaign formulas as a basis for your own. Don't deviate too much because you know their system is working. Then, one step at a time, start to improve on it.

You can create a better landing page by testing different landing pages. You can setup better Adwords campaigns by using more targeted keywords and writing more targeted ads. You can test multiple ads and track your keywords through to conversions for your affiliate sales. You can remove poor performing keywords!

You can do all of these things with the Google Cash Automator!

Aside from these basics, you can create a better offer. Think of the customer, and find a better deal for them. In the case of Danny's Scam Review, the high priced backend product is a Real Estate Investment Coaching Club, the type that is notoriously scammy and leaves customers unhappy.

You could instead partner with a telemarketing call center that promotes a more reputable Internet Marketing Coaching Club product. Starting with a business model that is already

working, makes your job a whole lot easier. By keeping the customer in mind, you can create a better PPC campaign, and a better backend.

The creators of Danny's Scam Review just slapped up one simple landing page, bid high on broad and general keywords, and used only one Adwords ad. Their Special Report is unimpressive and their main telemarketing backend offer is not even the best fit for their customers!

This is just one example of the many profitable online business models (Spaceships) you can uncover using the Google Cash Detective.

So What Did My Friend, the Corporate Slave, Do in This Situation?

Shane just copied their strategy verbatim! He didn't even bother with any improvements. After all, you can always add improvements later.

Shane figured that he could create a page similar to Dannys-Scam-Review.com and promote similar Clickbank products and copy their successful Adwords ads.

Shane has no web design skills so he hired someone on rentacoder.com for \$25 to make a one page landing page similar to Dannys-Scam-Review.com.

For the two product recommendations he inserted his affiliate links.

The Google Cash Detective identified many of Dannys-Scam-Review profitable keywords. Shane chose some of them and with one click imported them into the Google Cash Automator. Each destination URL was automatically created to track each keyword through to conversion. He used the bid management functionality to optimize his ROI.

His ad read:

I was scammed 17 times

These websites are absolute scams
I will show you the ones that work
Work-at-Home-Scam-Review.com

He wrote his ad, set his bids, and launched his campaign.

Shane decided not to launch his campaign for the super expensive and broad keywords like: make money and work from home. Using the Google Cash Detective, he selected only the most targeted and profitable keywords that were being used by Danny's Scam Review.

Then he turned on the campaign, and just like that, the profits started rolling in!

From day 1, he spent around \$500 a day in Adwords and earned \$650 in commissions, earning him \$150 in profits per day.

That's not a very good ROI, but Shane is not complaining. During his first month, he made just under \$4000 in profits. For his second month, he is on track to make over \$9000 in profits.

Shane has identified more profitable campaigns using the Google Cash Detective, and he's planning his attacks and building his next spaceship. His goal is to reach \$30K per month in profits in the next 2 months.

What's this All For? Why Make Money in the First Place?

You might be wondering why I shared all of this information with you.

Why didn't I just hoard the info and keep it secret?

I share my secrets with you to help you earn money online, setup your own automated online business, let you quit your job, and set you free to live the lifestyle of your dreams.

You see, it is both my personal vision and business vision to:

- Help you to quickly build an online business that that runs itself and grows on autopilot and earns you tons of profits for little work.
- Give you the freedom to change your lifestyle if you want, to do whatever you want, to be whoever you want and to have whatever you want.
- Help you quit your JOB (Just Over Broke) and escape the rat race and to be free and feel empowered. To have real financial independence.

I've always known that there is more to life than worrying about money and paying the bills. Once I figured it out and achieved the freedom and lifestyle I dreamed of, I immediately thought of sharing it with others.

I could keep this information secret, work more hours, and surely earn more.

But for what?

I have enough. After all, the whole reason I work and earn money is so I can live the lifestyle I love - so I can be free to travel and go on adventures and so I can do what I want when I want to with no money constraints and no 9-5, M-F time constraints.

I don't just keep setting a higher monetary goal every year and work hard to reach that. Sure, that is one way to do it, but isn't the reason you work for yourself in the first place so you can have freedom and the lifestyle of your choice?

Know Your Life Purpose

I know my life purpose and the lifestyle I want to live and how much money I need to achieve that. Anything I earn over that I share with friends and those less fortunate.

In fact, when I figure out a new way to make money online, I get super excited to share it with those around me. As I learn more about my business and use it to shape the lifestyle of my dreams, I share it with friends to help them to achieve the lifestyle of their choice.

I enjoy traveling for surfing and skiing and other adventure sports. I'm an adventure / adrenaline junkie. I enjoy wandering in my boat or motor home.

I like sharing my knowledge and helping others achieve the same freedom as I have. I enjoy it so much that I've turned one of my Mexico homes, the beachfront one, into a Knowledge Sharing Resort of sorts.

We've built a few guest cottages, and we've invited several friends to come down, do yoga with us, eat healthy from our gardens, surf and go on adventures with us, and relax. It's not only a yoga and adventure camp, but also it's a work camp where I have taught friends how to earn money online and shown them the tools and skills to quit their JOBS that they didn't enjoy.

Everyone who participated in one of these Intensives with us left re-energized and with their own income producing internet business.

Care to Join Me?

I'm having a contest, and you can enter for free by referring this report to just three people. The winners will receive an all expense paid vacation/work trip.

I'll fly you down to Mexico to stay with us for a week to 10 days. You can participate in any activities you like: yoga, surfing, kite surfing, kayaking, fishing, gardening or just relaxing in a hammock by the pool.

And of course, I'll work with you to setup your own online business. You'll leave here with your own online income stream. Most importantly, I'll share all of my systems with you. These systems enable me to be incredibly productive and organized.

My systems are easy to implement and some are top secret. I don't know of anyone else using them.

Next Action Items

1. **Watch the free video** where I give you a campaign worth over \$20,000 a month in profits. I'll show you the campaign and give you the spaceship details to immediately profit from:

<http://www.gcdetective.com/members.php>

Use the same username and password that you received when you signed up to receive this special report.

2. **Send this report to your friends, and earn \$.50 per download.** Also once you have referred the report to 3 people, you are automatically entered in the Contest. By sending this report to your friends, you will get the ball rolling for your profits to start flooding in. When you share and give, you end up receiving.

You can send this report to friends in the same place where you can watch the above video: <http://www.gcdetective.com/members.php>

Again, use the same username and password that you received when you signed up to receive this special report.

3. **Focus only on PPC and your Google Cash business.** It is the quickest, safest, way to make money online.

Perry Marshall said it best when he said that the Google Cash Method is "the safest way to enter a market...literally the world's fastest business opportunity...you can jump into a new market in as little as 15 minutes, No inventory, no emails lists – you don't even need a website!"

Don't buy courses on other tactics like SEO, Co-registrations, Blogging, etc.

Stay focused on PPC. Study and become an expert at PPC. It's not hard to do. You can't do it by only reading one book, but you don't have to read all of them either.

4. **Study PPC marketing.** There is actually not that much information to learn. Here's everything you need to become a master:
 - [The Google Cash Detective](#)
 - Our new Competitive Intelligence Software –which works together with our new tracking Software – the [Google Cash Automator](#).
 - These tools will allow you to find profitable PPC campaigns and profitable online business models. These tools will let you know which of

your keywords are producing sales. The software even adjusts your Adwords campaigns automatically to give you the best ROI.

- [Google Cash eBook](#)
 - This will give you the basic understanding of the process.
- [Perry Marshall's Definitive Guide to Adwords](#)
 - This will teach you how to use Adwords effectively.
- All of Chris McNeeney's products: [Adwords Miracle](#), [Affiliate Project X](#), [Day Job Killer](#)
 - His material is wonderful. It will open your eyes to new twists of the Google Cash Process and how to add even more income streams.
- [PPC Formula by Gauher Chaudhry](#)
 - This is an excellent DVD course that will quickly bring you up to speed in making money from PPC and Pay Per Lead offers.
- [The Black Book DVDs by Mr. "X"](#)
 - This is a must for serious students, and only for serious students. These concepts are advanced and will put you in the top 1% of all PPC marketers.

That's it. That's all! You don't need any other courses, software, seminars, tele-seminars, etc. If you study this material and use the two tools, the Google Cash Detective and the Google Cash Automator, you will succeed.

That might seem like a lot of material at first glance, but really it's not much at all. That's all you need to become a master, to be at the top of the game. That's everything you need to study and setup your own Online Business that runs on autopilot without you.

Get Started Now!

Imagine if you were setting up a different kind of business. Think of all of the things you would need to learn and purchase. It would cost thousands of dollars.

Say you wanted to start a restaurant or a store or a dog grooming business or a landscaping business. Think of all of the equipment and tools you would need to purchase before you could start your business. We're talking thousands of dollars here.

But to start from scratch and setup a Google Cash PPC online business, including all of the learning material, resources and tools you need to be successful, *the same tools and reference material I use*, it's a much, much smaller investment. We're talking under \$2000 for everything.

And you don't need to purchase everything either. Many people have become successful by only purchasing and studying the \$67 Google Cash eBook and its materials.

If you want to study the best materials and if you want the best tools that automate 95% of this business, then you could acquire the knowledge and the study materials, all of the ebooks and DVD homestudy courses and the software tools for under \$2000.

That is amazing!

So take action right now and take the first step and start working towards Freedom. If you start right now, even just working on this a little bit each day, within a few months you very well could kiss your JOB goodbye.

Start by watching the video where I give you a \$20,000+ per month campaign that you can copy and profit from immediately:

<http://www.gcdetective.com/members.php>

Use the same username and password that you received when you signed up to receive this special report.

Finally, please leave your questions and comments on my blog:

<http://www.chriscarpenterblog.com>

I would love to get your feedback!

To your success!

Chris Carpenter