

Did you know that Google Adwords campaigns are
putting **most** out of pocket?
PPC Kid reveals how to turn the tables and supercharge
your business into a money-making machine!

Dear PPC-er,

I don't know about you but I am sick to the back teeth of seeing a new book or package on Google Adwords come out, explaining **nothing** that we don't already know.

I mean, we fork out **\$hundreds**, enticed by a colourful sales page and exciting copy, claiming that '**YOU TOO CAN DISCOVER THE SHOCKING SECRETS OF...**' absolutely nothing.

It should be a criminal offence to create blinding sales pages for a stupid ebook with absolutely *no relevant or new information* on anything.

Anyway...

I'm sure you know that Google Adwords is probably the biggest and best online advertising tool ever developed. And unless you're missing a few screws you want to learn everything there is to know about Adwords, right?

Let's face it, there's nothing more satisfying than getting one million (PPCs) up on the competition.

The first thing to remember about Google Adwords is that **one single word** can mean the difference between flying high and plummeting low. When it comes to pulling traffic to your site, well...

Anyone can get loads of traffic to their website, regardless of whether or not it's a dog's dinner. The big deal about Google Adwords is that with the right manipulation, you can actually pull hungry traffic to your website, ready to do or buy **whatever you desire**.

Erm, I'm blabbering on here and you haven't got a clue who I am.

Sorry about that. I'm just rather excited by what I have to offer you.

My name is PPC Kid.

Now I'm not hiding behind some flash crappy name that's gonna get you to whip out your wallet.

And Kid? Well I'm not 14 or anything before you hurry off this page. But I'm not exactly mature either.

I'm sure when you get to the end of this letter you'll make the decision for yourself whether or not I live up to that name...

Let's leave it at that for now.

Besides, I'm not here to become the next internet 'guru'.

(Don't you just hate that word? GURU.)

I'm just a normal everyday bloke who whittled down Google Adwords advertising to a fine art, with quite a few **surprising** facts that I can guarantee you've never heard of before.

That's all.

Not much really.

If you think I'm gonna blow myself outta the water with some fantastic sales copy that I didn't even write and fancy pictures that I nicked out of some generic database, then I would just stop right there and move on to some other schmuck's ridiculously overblown website for an ebook he hasn't got a clue about.

I really wanna keep it as simple as possible. It would be a waste of my time and yours to do otherwise.

And I don't wanna piss you off.

You haven't even got to the best bit yet.

Now I want to give you an example of the beauty of Google Adwords, if fully exploited.

Give it a shot if you like. You'll probably see the results for yourself.

Here's a basic blurb for a basic website selling widgets:

Get your widgets here.
Good prices, service.
www.widgets.com

Now here's the ad fired up a bit:

Did you know that widgets
Can improve your life?
www.widgets.com

What a *simple* change, huh?

Think about it yourself for a second.

As if you were the customer looking for widgets.

If these two adverts were sitting side by side on your search page, which one would you click on?

Which one would grab your attention? Pull you? Entice you?

If you can ask a question with your ad, chances are your traffic will come to your website for the answer. And if it's a question that makes your prospect go, “*Hmm, I could do with that. Let's check it out*”, you're half way there to getting your sales up.

It seems ridiculously simple doesn't it?

But, as I found, it's the simple things that are so often overlooked.

The second tip I have for you is *even simpler*.

Remember doing English in school and your teacher always told you to describe everything.

“*It's not just a tree, it's a tall, brown, lanky, spindly tree.*”

Or

“*It's not just a cat, it's a small, fat, raggedy cat.*”

Adjectives.

These simple but magnificent words are also a key to pulling in traffic.

They paint a picture for your audience. Just as they did in your essays at school.

Get your widgets here.
Good prices, service.
www.widgets.com

Now the only adjective in this example is 'Good'. Not very 'good' is it?

Change that to '**excellent**', '**crazy**' even '**cheap**', and there you have a more powerful ad.

Cool, huh?

These two examples are the tip of the iceberg.

Even a completely crap website can become overloaded with targeted traffic by using my tips and tricks contained in 'Unleashing the Power of Google Adwords'.

I'll show you how to turn an already incredible advertising tool into your one single key to bringing in the booty.

You'll learn how to beat your competition hands down, with **quality, hypnotic ads** that your prospects simply cannot resist.

You will finally be able to **stop** spending ridiculous amounts of money on Google Adwords, just for a couple of measly customers.

I am going to provide you with a bible of secrets to turn Adwords into your '**selling slave**'.

In fact, as I write this I'm feeling particularly generous.

I'm going to turn this offer into a bumper offer, one that will simply catapult your business into a mad money making machine.

Here's what you are going to get:

- A set of **6 10 12** DVDs to *guide* you through your Adwords journey to *success*
- we'll set up your Adwords account to *optimise* your online business presence
- after a month we'll check out your tactics and help you *improve*
- we'll give you a copy of our in-depth teleseminar, worth \$647, for free, *plus resale rights!*
- help you create your *own videos* for YouTube and other video directories
- provide you with *access* to every Adwords resource you will *ever* need!
- we'll also build a list of keywords together to *maximise* your selling potential

I'm going to give you a quick summary of what the first 4 DVDs will contain, so you know exactly what you're getting for your hard-earned money:

DVD 1:

This DVD will explain the history of Google Adwords, how it works, what it costs and what the benefits are. A basic start-up guide and introduction.

DVD 2:

Here you will be guided through the setup of your Google Adwords account and advised on what steps you should take beforehand. You will go through 9 questions that you must answer before going on to set up your account and choosing details like language and type of account. You will also start to create suitable keywords for your ads.

DVD 3:

At this stage you will be guided around the workings of your Google Adwords account. You will learn about creating campaigns, setting daily budgets, avoiding click fraud, conversion tracking and much more.

DVD 4:

Keywords are the subject of DVD 4. We will show you how to research keywords that are relevant to your business and what tools you can use to learn more about your particular keywords and what your competitors may be using.

All 12 DVDs are packed to the brim full of useful and useable information, tips, tricks and secrets and simple take-you-by-the-hand guidance on each and every step of making Google Adwords work for you.

As you can probably tell, this is not the kind of package you see everyday.

In fact, I don't know of any other person who is offering such a complete and detailed package guide to Google Adwords.

It's not just me trying to blow my own trumpet or anything.

I've had some of the best-known 'internetpreneurs' come to me and tell me I'm a lunatic for practically giving this package away. Even my own friends think I'm nuts!

But you know what?

I ignore them.

You see the thing is, I started from practically nothing and I want to give the average Joe (or Jane!) a chance to really make it for themselves. Like I did.

Not have it handed to them on a plate.

Not having some get rich quick scheme flung in their face.

I want to be able to give people the tools that they need to achieve their own goals.

What are your goals?

More traffic? Better leads? More sales?

A sense of achievement?

It really will be great to have the internet work for you, bringing in the results that you know you deserve.

God knows you've worked hard enough.

It's time for Google Adwords to start paying off, not you pouring money into it.

That time is right here, right now.

'Unleashing the Power of Google Adwords', my 12 DVD set with the **unbelievable bonus** offers I mentioned above...

(go and have another look, I'll wait!)

... is available **right now**, until my limited stock flies out the window faster than you can say Batman, for the bargain price of \$997!

My competition are worried and admittedly growl that something as one-off and must-have as this should be going for at least **\$4997!**

But that would be out of order.

I can't bump up to those kinds of ridiculous prices just because the information may be worth that.

My whole drive was to make something as complete as this package, yet affordable too.

The hate mail will soon pour in I'm sure.

I don't care.

This is for you guys.

Snap up this fantastic offer before someone **corrupts** my site, as I'm sure they will.

It's only a matter of time I guess.

All I can say, if you don't think this is worth it, is go to one of my competitors and buy their stuff.

See if it really does turn out to be all that they claim.

Maybe this website will still be up when you get back.

Maybe it won't.

I can guarantee that this offer won't last forever.

Make Google Adwords the key to success in your business.

Purchase your package now and you'll receive a personal email from me congratulating you on an outstanding decision.

Let's get started!