



# Google Cash 3rd Edition

## How To Earn Thousands Writing Google AdWords Part-Time

### Part 1 of 6

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Approximate time to read this document: 12 minutes

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Congratulations and Welcome to part 1 of “Google Cash!” This is your first chapter of several. Today, you will learn about the Google Cash system, and how I've been using it for over 6 years to make massive profits online, and just how easy it is to get started ...

The first part of this e-book describes my personal journey and offers an overview of the system that helped me earn thousands of dollars a week for years. However, **if you're in a hurry, I suggest you skip directly to page 8** and read the section titled “Let's take a detailed look at the Google Cash process”.

By downloading and reading Google Cash, you are on your way to earning thousands right from the comfort of your own home. Upon completing this e-book, you will know how to select Affiliate Programs that will be successful, and how to setup Google AdWords Campaigns to promote these lucrative Programs.

## **Here's ALL you need to get started:**

- Google Cash – Your step by step guide
- A computer with access to the Internet
- A credit card to bid on Google AdWords
- A Bank Account for depositing your commissions
- A few hours of time

Since I released Google Cash in late 2003, **thousands of people are making money online using the Google Cash System**. Many people, myself included, started with the Google Cash System and have then grown from there, building even larger online businesses, creating their own websites and even their own products.

My online businesses are doing *very well*. I have many extremely profitable Google Cash Campaigns. In addition, I have several websites, and I also have several products in four different niches. My online businesses are based on systems that are basically running these businesses on autopilot.

All of my success started by using the Google Cash System as it is a great foundation for growing any online business. I am not telling you this to brag, only to show you what is possible, and to tell you that **you can do this too**.

Google Cash has been a best selling eBook for 6 years now. Why? Because I frequently update it with the latest information, and because the Google Cash System **works!**

## **The Google Cash system is really quite simple**

I show you how to join an affiliate program and how to advertise such a program with Google AdWords. When you make sales for a merchant in the affiliate program, you will profit the difference between your commission and your ad costs.

The Google Cash system is infinitely flexible, and the entire world is your market. You can turn your business on or off at will, and you can operate from anywhere in the world, buying traffic from any country and sending it to any website in the world. Never before has a business with such a large market required so little investment and produced such immediate, quantifiable results.

The fact that **you can start a Google Cash business in 15 minutes** is not too good to be true. It is a reality of the information age, and if you don't embrace it now, you will be left behind. Further, signing up for an affiliate account is free, and you can open a Google AdWords account for **\$5**. This small investment of time and money is like opening a store that can reach the entire world. More importantly, this process opens your mind to what is possible for you and for your life.

You can join any of tens of thousands of affiliate programs. You **don't** need a product of your own or a website. You especially do not need any technical expertise. As the Internet explodes in size, **everything is becoming less technical.** You no longer need any prior computer experience to rapidly spend all of your energy using the Internet's reach to find one business opportunity after the other.

My eBook has taught thousands of people how to make money online using the Google Cash System, but that doesn't mean that there's no room left.

## **There's still TONS of room left for newcomers!**

Every keyword you or any other searcher types into a search engine is a link to a market that actually needs to find a solution for something. That is why they are *searching*. There are an infinite number of keywords, and thus an infinite number of places for you to find that searcher

who, more often than not, is also a **buyer** for the infinite number of products that are being created every second of every day. This is the reality of the Internet.

**The Google Cash System is the best entry into making money online.** You can make great money using the Google Cash method alone. When you understand how to make profitable Google Cash campaigns, you then hold the key to expand any business without Customer Service hassles and without email marketing complications. You will have hired **yourself** to manage a predictable income where you convert your ideas into income.

When you reflect on your success, you will regard the Google Cash techniques as the door you walked through to arrive there. One day in the not too distant future, you can be creating your own products or even your own niches. The internet and your imagination connect you to infinite opportunities.

I'd like to also congratulate and thank my best student, Jeremy Wilson, who has gone on to become an Affiliate Marketing master. **He is currently earning \$100,000 a month using the Google Cash System.** His innovation has helped me to discover new and more effective ways to succeed using AdWords Marketing. His incredible success has further inspired me to share the best practices for becoming a successful Affiliate Marketer with those who share the same desire to succeed as he does.

Print out this e-book (including the other parts I will be sending you) and keep it next to you to follow and to write notes on. You should read through it once quickly so you can get the big picture before you begin. Take a moment to let the guide book sink in, and appreciate the possibilities before you.

Then, get comfortable by your computer. You'll be on the Internet a lot. In each section of Google Cash, you'll be provided with links to sites that you will visit regularly as your business grows. Get in the habit of book marking these sites in your browser and organizing the materials that you collect. You will be given detailed instructions along the way, and you must use these instructions until they are second nature.

Before setting up your own programs, you should read and understand all of my examples. As you read, you may be tempted to jump ahead and start on a program immediately. This is understandable because it is exciting stuff, but be patient.

**Read the entire book, follow the steps, then Go For It!**

During my years of Google Cash Customer Service, many people request that I give them a specific campaign to start with so they can attain success immediately. Many customers also try campaigns verbatim from the examples in the eBook. ***This is a mistake to be avoided!***

Campaigns come and go, and most of my campaign *examples* are now quite competitive. More importantly, if you simply execute a campaign that is already fine tuned, you miss learning the necessary steps for finding your own campaigns and incrementally improving them to maximize your profits.

I have left most of my original examples in Google Cash, some of which date back to 2003. Understanding these examples is an excellent way to learn the process. Although some of these markets have grown more competitive, the philosophy of Google has not changed. Relevance is the most important factor in minimizing your ad costs and creating profitable campaigns.

When reading Google Cash, make sure that you are connected to the Internet so that you can follow the e-book's links. Get comfortable having multiple screens open on your computer. You will bounce back and forth between Google Cash and these various resources.

Now, let's dig a little deeper into how this method works...

If you already know a lot about internet marketing, you are probably aware that the internet is never static. The truth is...

## **Google's policies have changed over the years**

I have followed those changes and made the necessary changes to the Google Cash techniques to accommodate the changes at Google and Internet marketing in general. Interestingly, today's most effective techniques are not that much different than they were before.

The reason of course is that the over-arching mission of Google is exactly as it was when they first released their AdWords program in 2003. They aim to bring their searchers to the most relevant information possible, and I aim to show you how to do exactly that.

Having answered thousands of customer service questions, I know what my customers need to get their business started, and Jeremy and I have created supplemental reports that reveal years of experience-based lessons to guide new and experienced marketers alike. I've learned to share these lessons through video demonstrations and by breaking the important techniques down into steps.

I'm giving you all the knowledge you need to get started. You can start now, and you can succeed!

You may already be familiar with the concept of Affiliate Marketing, but if not, here's a brief introduction. In Affiliate Marketing a company pays an affiliate (You!) to generate sales from a button, banner, or link placed on your website, newsletter, e-mail or pay per click ad.

There are thousands of companies in hundreds of industries that will pay commissions to you for leads, registrations or sales.

## **It is extremely easy to become an affiliate!**

There are several large Affiliate Program Providers (APPs). APPs serve as go-betweens for companies and affiliates. For you as an affiliate, these APPs provide a valuable service. They collect payment from the merchants and consolidate affiliate reporting and payments.

An APP brings companies and affiliates together to form partnerships. A partnership works like this: the affiliate places links to the merchant on their website, newsletter, emails, or Pay per Click ads such as Google AdWords. When a potential customer clicks through the link they are sent to a specified page of the merchant's site. When they complete the action desired by the merchant (fill out a form, buy something, etc.), the affiliate is compensated. The APP facilitates all aspects of the partnership and tracks all elements of the transaction.

Joining an APP is totally free and there are no personal purchase requirements. You just fill out a form. In some cases, applying affiliates must wait a few days for approval, but usually acceptance is automatic.

The top APPs are: **Commission Junction (CJ)**, **Clickbank**, **Linkshare**, and **Performics**.

CJ is the largest of these Providers and manages the network, tracking and reporting in real time, as well as handling monthly commission payments. CJ tracks billions of affiliate link impressions each month. CJ's clients include leading online marketers: **eBay, Capital One, NextCard, and The New York Times Home Delivery.**

## Every month you get a check in the mail!

These checks for your account balance are sent from your APP, such as Commission Junction. You are either sent a check or a direct bank deposit – depending upon your preferences.

Because affiliates are so beneficial to merchants many new merchants join CJ and other Affiliate Program Providers every week.

**Affiliate Programs are the ideal way to make money quickly and easily online.** (No need to come up with your own product or concern yourself with any of the hassles or headaches involved in actually stocking, selling or distributing a product). Just figure out a clever way to promote the product or service and then sit back and collect your monthly commission checks. Or, better yet, have them deposited directly into your bank account.

More than 200 million times a day people use Google and its partner sites to find what they are looking for.

**Google AdWords is a Pay Per Click (PPC) advertising system maintained by Google.** If you use Google, you have probably noticed the AdWords. They appear as little text ads next to search results on Google, on the right hand side of the page, under the “Sponsored Links” heading.



They also appear on AOL, Ask Jeeves, Earthlink, New York Times, and many other search engines.

Content-Targeted Advertising is Google's latest addition to AdWords. This is known as their AdSense Program. AdSense displays AdWords ads on web content pages related to your chosen keywords. This provides broader exposure and greater reach for your AdWords campaign. Not only will the AdWords show on Google searches and on the search results of their partners, but also on other websites such as HowStuffWorks, Weather Underground, and thousands of other content sites that have partnered with Google.

With Google AdWords you create your own ads. You choose **keywords** which tell Google *where* to show your ads. You only pay when someone clicks on them. You have total control over every aspect of your campaign. Almost real-time online reporting tells you what's working. You can put limits on daily spending, and changes are free and instant.

## Google Adwords works differently than traditional PPC

AdWords ads are ranked based on a formula of the **Cost Per Click (CPC)** and the **Click Through Rate (CTR)**, which enables an ad's rank to improve without increasing the cost. The better your CTR, the higher up on the screen your ad will be placed. This is advantageous to you, because your ads are more visible to the customer. Therefore, you get more clicks.

Initially this system may be a little confusing, but once you master it, it is very effective. As your ad's CTR improves, its ranking in the paid search results also improves at no additional cost.

## Let's take a detailed look at the Google Cash process

You write small Google AdWords ads promoting companies, products and services. In your AdWords ad is a link that, when clicked, takes the user to the product or service that you are promoting. Your Affiliate ID is passed along with it. When the customer that clicked through your ad buys something on the site, or fills out a registration form, then you receive a commission. If the customer did not buy at that time, no need to fret, most merchant sites place a "cookie" on the customer's computer for a certain period (such as 180 days). That means that, within the next 6 months, anytime the customer goes back to the site and buys or registers, you get a commission.



In the past, to be successful in Affiliate Marketing took considerable time and money. Typically, it took 6 months from concept before you received any commissions. Once you had an idea, the next steps were to register a URL, build your website, and pay to have your website hosted. Next, you had to spend a lot of time and money to get listed in the Search Engines and on other marketing efforts (not to mention the time spent maintaining your website).

Now, with my concepts **you can start earning money immediately** without having to build a website. Once you've found a very successful program, you may want to build a quick webpage to get even more profits, but it's not necessary to begin receiving commissions (You'll read more about this later on).

## Here's how the process works:

1. Find a product or service that you want to promote. For example, I found an Auto Insurance program that pays \$30 per lead.
2. Join the Affiliate Program and get the link with your Affiliate ID embedded in it.
3. Make a list of keywords that people might use when searching for that product or service..
4. Write an effective ad using Google AdWords.
5. Log in to your Google AdWords account and submit some ads with their corresponding keywords. Put the link that contains your affiliate ID in the destination URL field, and put a bid in for each of the keywords on your list at 5 cents or less.

In Google Cash, I will show you an Auto Insurance example that generates about **500 clicks** (visitors) each week from Google AdWords ads at a cost of \$50 and generates at least 5 Auto Insurance Leads each week. Five leads times \$30 equals \$150. Subtract the \$50 AdWords costs and that equals \$100 profit per week. That's **\$400 of profit a month for something that took 25 minutes to setup**. And some months are much better.

Sounds pretty easy right?

Being an affiliate is an easy way to make money. You guide customers to the product or service they want, the merchant provides the product or service, and **you simply collect the commissions!**

## **Conclusion**

This concludes today's chapter, and by now you should have a rough idea of how the Google Cash method works. Don't worry if you don't completely understand it right now – **the next chapter will include real world examples of the Google Cash method in action**, and I'll demonstrate exactly how you too can use this formula to make money through Google and affiliate programs.

You'll be surprised just how simple making money online really is once you're using the right techniques. **So stay tuned and look for your next chapter delivered to your inbox soon!**