

What's The Big Idea – Report

Get AdWords Traffic for almost no out of pocket expense!

(www.projectgreenbacks.com/bigidea)

I have been using Google Adwords and other PPC search engines to generate targeted traffic for quite some time.

Although I get a lot of free traffic, I still buy as much PPC targeted traffic as I can. Here's the reason. I have money sitting in my savings account making me 2-3% per year. My investment portfolio is making me anywhere between 5-12%. BUT I can put some money into Google AdWords and triple my money within a month. I can do this because I have tested the traffic and my landing pages and know that for every dollar I put into AdWords, I'll get three back on average. Warning! Google Adwords should not be used as an investment vehicle. I'm using the comparison strictly to show why I personally buy AdWords.

When I have told some marketer's about why I buy PPC traffic, many times they remark, "That's great, but I can't afford to pay for traffic now then wait a month to get check for the profits". I know what they are talking about. Many marketers processing companies hold onto their funds for several days or even a month. So if a person wanted to spend \$1,000 a day on Google AdWords, they would be out of pocket several thousand dollars before they saw a check with their profits.

Then one day I was having lunch with a child-hood friend who is also a partner of mine in some real estate investments. I was telling him about AdWords and he said something that made a light bulb go off in my head... BAM !... Another Big Idea!

He compared Google AdWords to flipping real estate. The faster you get your money back the faster you can re-invest. I then saw a way to do this with instant results. I went straight home to put my plan into action.

Here is what I did:

- I have a PayPal MasterCard debit card attached to my PayPal account. If you don't have one you need to get one to use this strategy. I logged onto AdWords and changed my credit card billing info to only charge my PayPal MasterCard and I set my daily spending limit to \$100.
- Next I changed my landing pages to only accept PayPal as payment.

- I went ahead and increased my bid on traffic to pump in a little bit of extra traffic.
- I funded my PayPal account with \$100 and sat back to watch what happened.
- Because I was now paying a little bit more for my keywords and only accepting PayPal, my profits were down to only doubling my money on AdWords, BUT it was instant.

Here's what happens now. Automatically, AdWord traffic comes rolling in and all sales go immediately into my PayPal account so the money is there any time Google charges my card. If Google Sends me \$50 worth of traffic, at the rate my landing pages are converting, I'll have an almost immediate \$100 going instantly into my PayPal account. As the balance in my PayPal account increases, I'll adjust my AdWords daily spending limit upwards. For instance after a few hours if my PayPal balance is at \$200 then I'll adjust my daily spending limit up to \$200.

This system would work even if you are buying \$1,000's of dollars worth of traffic and you are essentially only risking the initial \$100.

By using this simple strategy you can buy all the traffic you want as long as it's converting.

Limitations:

This system will only work if you have landing pages that are making a profit. I don't know why anyone would be buying traffic that is not making a profit, but I feel the need to point this out. So test your pages first.

The hardest limitation I've found on this system is that I can't find enough keywords to bid on. But as I branch out into other niches and markets, I'm finding that there are almost an infinite number of niche keywords to bid on. I have not crossed the \$1,000 per day mark, but have come close.

Tips:

This method will also work with other PPC engines. Yahoo's PPC engine even has a maximum amount they will charge your credit card for each time (in addition to a daily limit), so that builds in an extra layer of protection.

More Tips:

If you don't have your own product to sell, then you can choose an affiliate that pays instantly via PayPal and it will work the same way. For instance, if you can successfully selling a \$7 report on AdWords then you could use this system.

Go here for more information on the \$7 Secret Reports:

www.projectgreenbacks.com/recommended/7dollars.php

Since not all customers want to use PayPal, I've included a small text link below the big "Buy With PayPal" button. It hasn't decreased PayPal transactions by much but has really increased overall sales. I'm also about to try a "Get a 10% Discount" button that directs people to the PayPal shopping cart.

Use tools to help find, analyze, and rank keywords. Follow this link for my favorite.

www.projectgreenbacks.com/recommended/keywordhelper.php

Do not start an AdWords campaign unless you know how to run one at a profit. It's not that hard once you know some cool secrets to really get cheap keywords and make your landing pages convert. I would really suggest reading a good book on AdWords. Here is the best one I've read so far:

www.projectgreenbacks.com/recommended/adwordsbook.php

If you would like more free reports like this one and are not on the list to get them, you may get them at : www.projectgreenbacks.com/bigidea

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