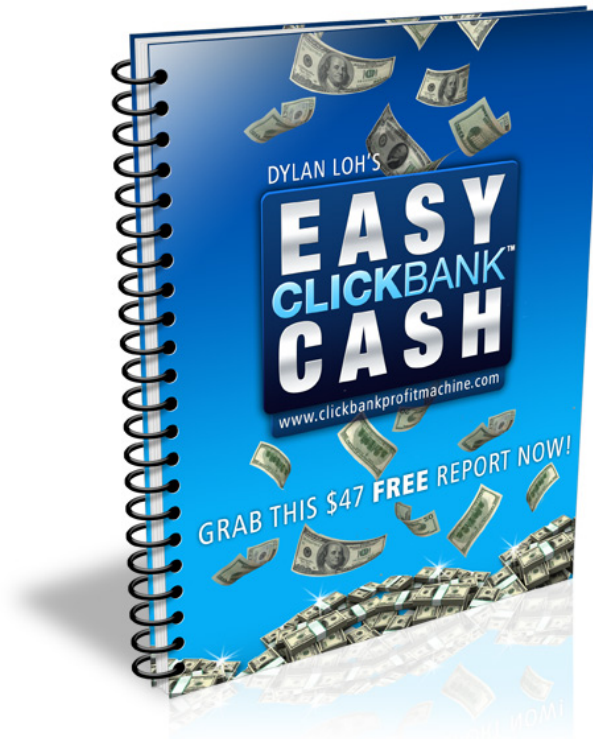


## “Easy Clickbank Cash - A Free Report”



**Congratulations! You now have re-sale and re-distribution rights to this \$47 report. You may pass it on, sell it, offer it as a bonus or use it to build your list!**

**Copyright © Dylan Loh 2008. You may give away this report as long as you leave the contents unmodified, unaltered and in its entirety.**

Disclaimer/ Legal Notices: The information presented herein represents the views of the author as of date of publication. Due to the nature of the product and the rate of change the author reserves the right alter, update and change his views based on the new conditions. The information presented is for informational purposes only. You agree to absolve the author and his associates/affiliates/partners any liabilities and responsibilities incurring errors, omissions and inaccuracies. Earnings DO vary from person to person and is very much dependent on the amount of work one puts in, commitment and perseverance to name a few. The author and/or his associates do not make any guarantees implied or otherwise that a profit is guaranteed.

[Click Here For:](#)

[Copyright & Trademark Notices, Limits of Liability & Disclaimers of Warranties, Affiliate Compensation Disclosure, and Earnings & Income Disclaimer](#)

## **Unadvertised Bonus**

**This Limited Time Free Offer Could End At Any Time...**

**“Imagine Pressing A Few Buttons  
And Instantly Creating Your Very  
Own Branded Cash Producing Viral  
Ebooks That You Can Sell Or  
Give Away!”**

**<http://www.ViralEbookExplosion.com>**

## Introduction

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

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

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

Here's what to expect:

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

To your success!  
Dylan Loh

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

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

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

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

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

So how do you write attention-grabbing headlines?

### Brainstorming Your Own Winning Headlines

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

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

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

“How to \_\_\_ and \_\_\_”

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

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

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

---

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

---

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

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

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

**Football Betting**

**Football betting ebook**

**Art of football betting**

**Bet on football**

**Betting football**

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

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

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

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

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

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

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

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

## **Win In Football Bets**

Win In Football Now!

Simply Spend 5 Minutes

<http://www.yourbettingdomain.com>

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

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

## **How to Optimize Performing Ads**

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

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

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

Ad #1

Betting On **Football**

Starting Winning Now!

Immediate Download

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

Ad #2

Buy **Football Jerseys**

New & Used. Lowest

Prices. Free Shipping

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

-----  
NOTE: In [\*\*Clickbank Profit Machine\*\*](#), your eyes will be opened multiple permutations of possibilities to craft your ads! All of which are proven WINNERS! Profiting from Clickbank through Adwords has never been easier before!  
-----

Now tell me, which one will likely get the clicks? It is almost a "no brainer" right? Ad #2 would get more clicks than Ad #1 and Ad #3 would simply dominate.

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

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

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

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

2. Numerical Measurement



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

**Here are some examples:**

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

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

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

### **3. Contradicting Method**

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

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

So ads like...

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

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

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

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

### **Conclusion**

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

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

Yours In Clickbank Profits,  
Dylan Loh

**[Grab Your ‘Clickbank Business In A Box Now – Your Lazy Way To Instant Profits!’](#)**

## COPYRIGHT AND TRADEMARK NOTICES

This eBook is Copyright © 2010 jeffdedrick.com, Inc. (the "Author"). All Rights Reserved. Published in the United States of America. The legal notices, disclosures, and disclaimers at the front of this eBook are Copyright © 2009 Law Office of Michael E. Young PLLC, and licensed for use by the Author. All rights reserved.

No part of this eBook may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by an information storage and retrieval system -- except by a reviewer who may quote brief passages in a review to be printed in a magazine, newspaper, blog, or website -- without permission in writing from the Author. For information, please contact the Author by e-mail at [jeff@secretarticleconverter.com](mailto:jeff@secretarticleconverter.com) or by mail at 2100 E. Milwaukee St. Suite L21, Janesville, WI 53545.

All trademarks and service marks are the properties of their respective owners. All references to these properties are made solely for editorial purposes. Except for marks actually owned by the Author, the Author (as both author and as publisher) does not make any commercial claims to their use, and is not affiliated with them in any way.

Unless otherwise expressly noted, none of the individuals or business entities mentioned herein have endorsed the contents of this eBook.

## LIMITS OF LIABILITY & DISCLAIMERS OF WARRANTIES

The materials in this eBook are provided "as is" and without warranties of any kind either express or implied. The Author disclaims all warranties, express or implied, including, but not limited to, implied warranties of merchantability and fitness for a particular purpose. The Author does not warrant that defects will be corrected, or that the site or the server that makes this eBook available are free of viruses or other harmful components. The Author does not warrant or make any representations regarding the use or the results of the use of the materials in this eBook in terms of their correctness, accuracy, reliability, or otherwise. Applicable law may not allow the exclusion of implied warranties, so the above exclusion may not apply to you.

Under no circumstances, including, but not limited to, negligence, shall the Author be liable for any special or consequential damages that result from the use of, or the inability to use this eBook, even if the Author or his authorized representative has been advised of the possibility of such damages. Applicable law may not allow the limitation or exclusion of liability or incidental or consequential damages, so the above limitation or exclusion may not apply to you. In no event shall the Author's total liability to you for all damages, losses, and causes of action (whether in contract, tort, including but not limited to, negligence or otherwise) exceed the amount paid by you, if any, for this eBook.

Facts and information are believed to be accurate at the time they were placed in this eBook. All data provided in this eBook is to be used for information purposes only. The information contained within is not intended to provide specific legal, financial or tax advice, or any other advice whatsoever, for any individual or company and should not be relied upon in that regard. The services described are only offered in jurisdictions where they may be legally offered. Information provided is not all-inclusive, and is limited to information that is made available and such information should not be relied upon as all-inclusive or accurate.

For more information about this policy, please contact the Author at the e-mail address listed in the Copyright Notice for this eBook.

This eBook contains hyperlinks to websites and information created and maintained by other individuals and organizations. The Author does not control or guarantee the accuracy, completeness, relevance, or timeliness of any information or privacy policies posted on these linked websites.

You should assume that all references to products and services in this eBook are made because material connections exist between the Author and the providers of the mentioned products and services ("Provider"). You should also assume that all hyperlinks within this book are affiliate links for either (a) the Author or (b) someone else who is an affiliate for the mentioned products and services (individually and collectively, the "Affiliate").

The Affiliate recommends products and services in this eBook based in part on a good faith belief that the purchase of such products or services will help readers in general. The Affiliate has this good faith belief because (a) the Affiliate has tried the product or service mentioned prior to recommending it or (b) the Affiliate has researched the reputation of the Provider and has made the decision to recommend the Provider's products or services based on the Provider's history of providing these or other products or services. The representations made by the Affiliate about products and services reflect the Affiliate's honest opinion based upon the facts known to the Affiliate at the time this eBook was distributed by the Affiliate.

Because there is a material connection between the Affiliate and Providers of products or services mentioned in this eBook, you should always assume that the Affiliate may be biased because of the Affiliate's relationship with a Provider and/or because the Affiliate has received or will receive something of value from a Provider.

Perform your own due diligence before purchasing a product or service mentioned in this eBook. The type of compensation received by the Affiliate may vary. In some instances, the Affiliate may receive complimentary products, services, or money from a Provider prior to mentioning the Provider's products or services in this eBook.

In addition, the Affiliate may receive a monetary commission or non-monetary compensation when you take action by clicking on a hyperlink in this eBook. This includes, but is not limited to, when you purchase a product or service from a Provider after clicking on an affiliate link in this eBook.

## EARNINGS AND INCOME DISCLAIMER

### **No Earnings Projections, Promises or Representations**

For purposes of this disclaimer, the term "Author" refers individually and collectively to the author of this eBook and to the affiliate (if any) whose affiliate links are embedded in this eBook.

You recognize and agree that the Author has made no implications, warranties, promises, suggestions, projections, representations or guarantees whatsoever to you about future prospects or earnings, or that you will earn any money, with respect to your purchase of this eBook, and that the Author has not authorized any such projection, promise, or representation by others.

Any earnings or income statements, or any earnings or income examples, are only estimates of what you might earn. There is no assurance you will do as well as stated in any examples. If you rely upon any figures provided, you must accept the entire risk of not doing as well as the information provided. This applies whether the earnings or income examples are monetary in nature or pertain to advertising credits which may be earned (whether such credits are convertible to cash or not).

There is no assurance that any prior successes or past results as to earnings or income (whether monetary or advertising credits, whether convertible to cash or not) will apply, nor can any prior successes be used, as an indication of your future success or results from any of the information, content, or strategies. Any and all claims or representations as to income or earnings (whether monetary or advertising credits, whether convertible to cash or not) are not to be considered as "average earnings".

### **Testimonials & Examples**

Testimonials and examples in this eBook are exceptional results, do not reflect the typical purchaser's experience, do not apply to the average person and are not intended to represent or guarantee that anyone will achieve the same or similar results. Where specific income or earnings (whether monetary or advertising credits, whether convertible to cash or not), figures are used and attributed to a specific individual or business, that individual or business has earned that amount. There is no assurance that you will do as well using the same information or strategies. If you rely on the specific income or earnings figures used, you must accept all the risk of not doing as well. The described experiences are atypical. Your financial results are likely to differ from those described in the testimonials.

### **The Economy**

The economy, both where you do business, and on a national and even worldwide scale, creates additional uncertainty and economic risk. An economic recession or depression might negatively affect your results.

### **Your Success or Lack of It**

Your success in using the information or strategies provided in this eBook depends on a variety of factors. The Author has no way of knowing how well you will do, as he does not know you, your background, your work ethic, your dedication, your motivation, your desire, or your business skills or practices. Therefore, he does not guarantee or imply that you will get rich, that you will do as well, or that you will have any earnings (whether monetary or advertising credits, whether convertible to cash or not), at all. Businesses and earnings derived therefrom involve unknown risks and are not suitable for everyone. You may not rely on any information presented in this eBook or otherwise provided by the Author, unless you do so with the knowledge and understanding that you can experience significant losses (including, but not limited to, the loss of any monies paid to purchase this eBook and/or any monies spent setting up, operating, and/or marketing your business activities, and further, that you may have no earnings at all (whether monetary or advertising credits, whether convertible to cash or not).

### **Forward-Looking Statements**

Materials in this eBook may contain information that includes or is based upon forward-looking statements within the meaning of the securities litigation reform act of 1995. Forward-looking statements give the Author's expectations or forecasts of future events. You can identify these statements by the fact that they do not relate strictly to historical or current facts. They use words such as "anticipate," "estimate," "expect," "project," "intend," "plan," "believe," and other words and terms of similar meaning in connection with a description of potential earnings or financial performance.

Any and all forward looking statements here or on any materials in this eBook are intended to express an opinion of earnings potential. Many factors will be important in determining your actual results and no guarantees are made that you will achieve results similar to the Author or anybody else, in fact no guarantees are made that you will achieve any results from the Author's ideas and techniques found in this eBook.

### **Purchase Price**

Although the Author believes the price is fair for the value that you receive, you understand and agree that the purchase price for this eBook has been arbitrarily set by him. This price bears no relationship to objective standards.

### **Due Diligence**

You are advised to do your own due diligence when it comes to making business decisions and should use caution and seek the advice of qualified professionals. You should check with your accountant, lawyer, or professional advisor, before acting on this or any information. You may not consider any examples, documents, or other content in this eBook or otherwise provided by the Author to be the equivalent of professional advice.

The Author assumes no responsibility for any losses or damages resulting from your use of any link, information, or opportunity contained in this eBook or within any other information disclosed by the Author in any form whatsoever.

**YOU SHOULD ALWAYS CONDUCT YOUR OWN INVESTIGATION (PERFORM DUE DILIGENCE) BEFORE BUYING PRODUCTS OR SERVICES FROM ANYONE VIA THE INTERNET. THIS INCLUDES PRODUCTS AND SERVICES SOLD VIA HYPERLINKS EMBEDDED IN THIS EBOOK.**