

## The Secret to Adwords Success

It seems at the moment that everybody is telling you that the easiest and quickest way to make money online is with Google Adwords and affiliate programs.

It sounds so easy. You join a programme, get a link, choose a couple of keywords, put up an ad and the money flows. Many have tried and many have failed.

Don't get me wrong, it's possible to make money this way and to be very successful. There are many people making \$100's per day from their Adwords campaigns. But those that are successful don't follow the herd, they think for themselves.

As with all things in life the greater success is found on the 'road less travelled' which means if you do what everybody else is doing you will get the results that everybody else is getting. And the fact is that everybody else, or at least the majority, are trying maybe making a little money, getting disheartened and moving on to something else.

We need to be different.

So what does our average money maker do? First he goes to Click Bank and visits the 'Money & Employment' category and he selects one of the top 10 products. That is not bad strategy but maybe we should be a little different if we must sell in the making money online space then why don't we find excellent products that aren't available on Click Bank.

A little but a bit of work at Google will uncover a number of directories where we can find products to promote. Or better still why not find out who the top names are in the making money online space and search out their affiliate programs. Yanik Silver, Marlon Sanders & John Reese all operate their own affiliate programs & these guys also have excellent materials that will help you to sell their products.

But even better still we could target a totally different market. There are millions of people spending millions of dollars on things other than how to get rich products. Checkout these links to see what people are searching on this month.

<http://www.google.com/press/zeitgeist.html>

<http://50.lycos.com/>

<http://buzz.yahoo.com/overall/>

Once our Money Maker (MM) has selected the same product to promote as everybody else he then chooses the same keywords as everybody else to bid on at Google. He will type those words into the Keyword tool at Overture or into Adwords Analyzer. Then he will have a big list of the same keywords as everybody else promoting that product.

Do you think there might be a little competition for these keywords? You think those words might be expensive to bid on? You betcha.

What we need to do is think a little differently whatever market we choose there will be competition and if there is no competition it probably means that nobody is spending in this market. We need to think 'outside of the box'. We need to get inside the minds of the typical buyer of a product. We need to think what related problems they may be having what other things they will be searching for and we need to create our own keyword list.

Finally MM writes one ad, that will show for all his keywords. His ad describes the features of the product. We on the other hand will write an ad highlighting the benefits of the product. All those eyeballs will be attracted to our 'sizzle, not the sausage'. We will include a call to action.

We will have multiple ad groups separated out into themes, our ads will be relevant to the keywords in the group and we will have two ads for each group so we can see what works and what doesn't. We will test, test & test some more.

Our success will be found on the road less travelled.

There is still plenty of room in the Adwords pool as long as we are prepared to think for ourselves and not expect a free ride.

## About the Author

About the author:

Darren Power is the author of The Money Seed your step by step guide to making money online. You can pick up his free ebooks at [www.themoneyseed.com](http://www.themoneyseed.com) For further free resources related to this article visit [www.themoneyseed.com/articles](http://www.themoneyseed.com/articles)

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