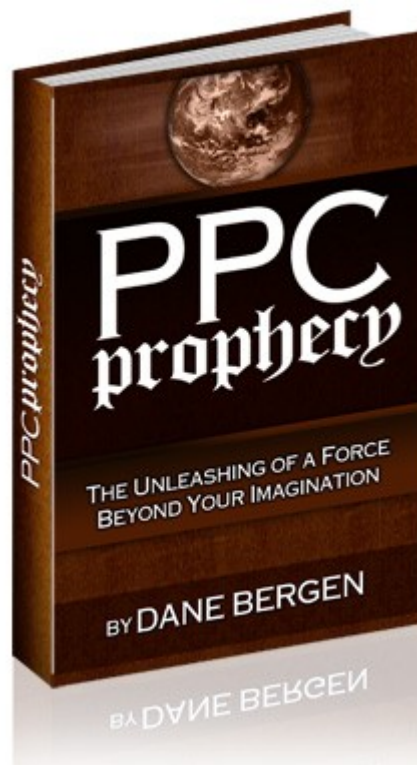


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PPC PROPHECY



By Dane Bergen

The Mindset of a PPC Master

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Introduction

There is one single reason why people fail with pay per click marketing. It's often not a case of not knowing what they are doing, or a case of being unlucky choosing the wrong niches or anything else along those lines that you might be thinking of.

The fact is that most people simply don't have the right *MINDSET* to profit from pay per click (PPC) marketing.

This may have happened to you before; it's quite a common scenario...

You start using PPC marketing to try and make some extra income because you've heard of other people making an absolute killing with it. You find some products and make some landing pages then throw up some ads on your favourite PPC Network (Google AdWords). You might make a quick couple of sales and that puts you on top of the world! Your expenses were only a couple of dollars yet you made a \$50 sale!

After a few days or weeks have passed you might have hit a rough patch, your campaign hasn't made a sale for a while and you're moving into the red zone where expenses outweigh profits. The system which you thought was the best thing you'd stumbled upon in your life is turning into a disaster and costing you money.

Of course your immediate reaction is to cut your losses and take down your ads after quickly coming to the conclusion that "you simply can't make money with PPC marketing". You move onto the next 'craze' in hope of finding a pot of gold waiting for you somewhere on the internet.

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Sorry to Break it to you – But That is STUPID!

I can tell you for a fact that most people who try PPC marketing will follow almost the exact same pattern I outlined above. I can also tell you that there is no pot of gold waiting for you anywhere, not on the internet or even at the end of a rainbow. The only way to get the 'pot of gold' is by working and having the right mindset.

I Have to Work?

Yes work. Not the type of work where you have a day job and earn your \$15 an hour or whatever it may be while you stack shelves at the local supermarket or flip burgers at the local fast food joint. To me, that isn't work, it's a waste of time.

This brings me to my next point and the main topic of this report.

Change Your Mindset!

The simple fact is that the things you think certainly determine the way you act and the way you perform in your online business. This rings true for all areas of life.

If you're stacking shelves at a supermarket getting only \$10 for each hour of work, then deep down that's all you think you're actually worth. If you really thought your time was worth \$50 an hour or \$100 an hour, then you certainly wouldn't be spending your time working for the \$10, you'd be figuring out a way to get the type of money that you *deserve*.

We Always Attract What We NEED

Have you ever noticed that you rarely ever get the things you *want*, but you *always* get

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the things you *need*, almost every single time. For example, you probably 'want' a brand new super cool sports car, maybe a new quad core computer or something like that, but it's something you don't actually need, so you probably won't get it because the pressure to attain that object or goal isn't there for something you simply 'want'.

On the other hand, have you ever really needed something? Like an amount of money to pay for petrol or enough to pay for food. Isn't it true that you always find that money somehow? A mysterious payment comes through or someone who owes you money from long ago pays up, or you get a job where you earn the money you needed. That's because things you need create a vast amount of pressure.

It's funny how this works.

Why then can't we make \$100 an hour a '*need*' instead of a '*want*'?

The simple answer is – 'We Can!'

How to Relate This to PPC Marketing

Well, from the first example where quitting occurs after one tiny failure, you can see how pay per click marketing can be quite daunting for some people if they have the wrong attitude.

Sure, you do have to spend money with PPC marketing, but the beauty of it lies in the huge returns on your investment you can get, and the short amount of time it takes to set up.

What if you could set up a campaign in which every dollar you spend, you make \$5 or

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even \$10?

There are opportunities out there with returns like this, and they are screaming to be capitalized on!

You've probably heard of the phrase "You have to spend money to make money", which is certainly true in all areas of business and PPC marketing is no different.

Here are some examples –

- In *real estate* you have to buy a house. Often after you've bought it you have to do work on it, like replace carpet, curtains, get it painted and have the walls rendered. In the end this can cost hundreds of thousands of dollars. Yet people are still making a fortune in the real estate market because they aren't scared to spend the initial money. Once the initial money has been spent and the work has been done the investor can sell the house to make a substantial profit.
- In the *stock market*, you need to spend money to make money. You can't get stocks for free just like you can't get PPC advertising for free. You need to buy a stock that looks like it has potential, wait a while and then sell it.

Pay Per Click Marketing is even better than these types of investment, because –

- You can run campaigns on a budget of just \$10 per week when you're starting out.
- You only have to find a product and set up a campaign once. From there on in you just sit back and watch the sales roll in until you decide to take the ad down if for some reason it becomes less profitable.
- You can replicate the system over and over again to increase your profits
- You don't need to hire staff or even do too much work yourself for that matter. PPC

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campaigns can be managed easily and you don't need any expensive software.

4 Tips About the Right Mindset for PPC Marketing

1 - Don't Focus on the Bad!

Firstly you need to notice both the wins and the losses. There's no way that you can guarantee that 'product XYZ' will make you truck loads of cash. Some products might lose money and some will make money. A big mistake that a lot of people make is that they only notice the losses and disregard the wins. So even if they have 10 campaigns and 9 of them are making money, they will focus all their attention on the one that's losing money and because of that they won't be able to grow.

2 - Give Yourself a Set of Rules

Another important point is that you must always write out rules for yourself. I have found this to be very helpful and you can change the rules for each campaign. There rules can be just like the ones that stock traders use when they say that if the stock ads 20 cents they will sell and if it loses 10 cents they will sell.

You can use similar rules for PPC marketing so that you don't get too emotionally involved. For example a rule could be... if XYZ campaign doesn't make a sale after I've spent \$50 then I will drop that campaign considering that the commission per sale is only \$30.

This will allow you to stay detached from the actual product because marketers often think "What if the next 2 clicks make a purchase?" which is possible, but highly unlikely. Having set rules makes your PPC campaign run more like a business, rather than just a hobby.

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3 - Don't be Greedy!

My third tip is not to get greedy. When you're starting out it's best to pace yourself. Don't charge in and put up 100 campaigns in a week even if you have a huge bank account and can afford to be spending money on the advertising. Start slowly and work your way into it. Get a feel for the market before you start advertising. Start with just one or two campaigns and then keep adding more when you feel confident with the ones you're running. Don't worry about finding 'The Golden Goose' product that going to give you a 1,000,000% Return on Investment because it will probably take forever. Remember that even if a product only makes you \$10 or \$20 a month it's still making money. Once its set up that's passive income, all you have to do is check up on it ever couple of weeks. \$20 a month is still \$240 per year. Sure if you are running better campaigns and don't have time to monitor the smaller ones then you can drop it, but I've found that having lots of little money makers is quite easy to manage.

4 - Goal Setting – Don't Roll Your Eyes!

The final tip that I have for those starting out with PPC marketing is to set goals. This is something that you've probably heard a million times in all areas of life, but it's something that is very valuable and should not be overlooked.

Don't just start putting up campaigns left right and centre hoping that you will strike it rich with one of them because your chances are slim. Make yourself targets like, "I will have 10 profitable campaigns set up by then end of this month" or, "I will earn \$2,000 profit from my PPC marketing next month". These will help you turn the things you 'want' into the things you 'need'. If you've only set up 8 campaigns out of 10 in the month and there are only a couple more days to go, you'd be surprised how hard you'll work to achieve that goal. If the goal isn't there then you will slip into the terrible state of mind where you start to say things like "I'll just catch up next month" but you never do.

Setting goals will keep you on track and will indeed make you much more profitable in the

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long run with much less work because the work you do will be targeted to achieving your goals.

An Extra Tip

A little trick I like to use that relates to this tip is to tell friends and family about what you are planning to achieve. This puts more commitment into it, because if you don't achieve your goal then other people will know that you failed. It's easy to not follow through with something when you're the only one that knows about it – it's much harder if there are others who are expecting you to achieve it!

Final Note...

When you are starting out with PPC marketing, be certain that you have the right mindset to be successful. This is one of the most important things, because it will set you up to be able to handle the income, and be able to generate more and more income over time.

You can have the right tools and a great strategy, but if you're not focusing properly then you will be setting yourself up for failure.

On the other hand, if you have the right mindset then you will do whatever it takes to succeed.

There's a quote that goes something like this "*You may be disappointed if you fail, but you are doomed if you don't try*", I'm not sure who it's by but it's very true.

Remember - don't focus on the campaigns that aren't going as well as you'd hoped, and don't focus on the things in life that aren't turning out perfectly for you. Life's full of good

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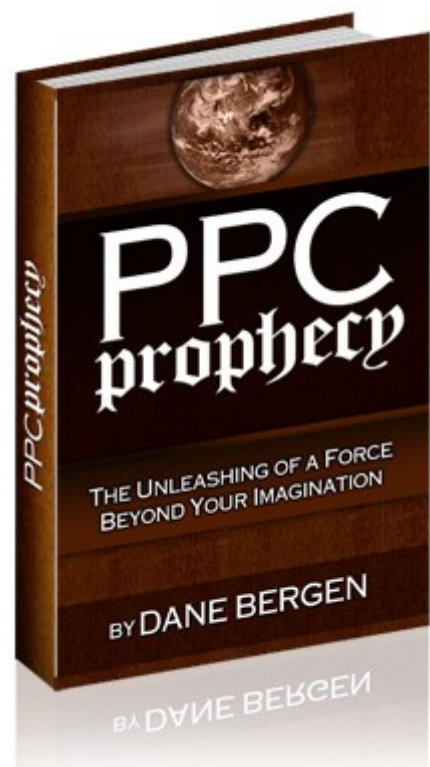
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and bad things, but if you don't experience the bad then you can't enjoy the good!
Therefore, your life will be boring!

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- Write a **highly targeted ad** that attracts targeted attention and *increases sales conversions*
- Make **email's to send to your subscriber list** to *make more sales* after the original sale
- **Target special keywords that no one else is targeting** yet people are searching for which equals *extremely high conversions*
- **Get around the Google Slap** - If you've been slapped then this is why. *This system is 100% Google compliant!*
- **Test and track** all your campaigns to *maximize profits*



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