

MoneyPumps Money Making System

*Learn how to create a secure and ever-increasing income
from the Internet.*

By Dan J. Blackburn and Mari Peckham

Making the Most of PayPerClick

The MoneyPumps Money Making System – Part Eight

To receive the rest of the reports in this series
Join MoneyPumps!

Congratulations!

You have **free distribution / resale rights to this report**. You can sell this report for any price you see fit, including offering it free of charge. You can NOT change the contents in any way and you may not claim this as your own work. This and all reports in the MoneyPumps Money Making System are copyright MoneyPumps.com

Will you be one of the few?

Get your website promoted inside every copy of this report that our FREE members receive. Paid members can add there own links here, but free members cannot!

[Click Here for full details!](#)

If you would like to brand your own copy of this e-book, you must be a paid member of MoneyPumps.

[Click Here To Join MoneyPumps](#)

MoneyPumps Money Making System

***Learn how to create a secure and ever-increasing income
from the Internet.***

By Dan J. Blackburn and Mari Peckham

Introduction

Congratulations on getting this far. The hard work is done! You have almost made it to the end of “basic training”. Because of the way you have set your website up and the methods you are implementing to increase your traffic and PageRank, this website will continue to pay you for years to come!

You now know how to set up a website in any profitable niche market that will continue to “pump” an every increasing amount of money into your bank account. And it wasn’t that hard, was it?

If all you do is have ONE article written a month to promote this site and you submit that article to directories and add it to your “ezine” area, your traffic and profits will continue to grow!

You should be able to easily find at least one product worth recommending every month, write a review for it, add it to your “recommended products” area, email your list about it and, if it is a winner, add it to your follow up series.

That’s only about two or three hours of work a month!!

The more you do this, the higher you will rank in the search engines, the bigger your email list will become and the more money you will be able to make from each page on your site and each broadcast you send!

Yes! You will create a SECURE and EVER INCREASING income with every website you create, if you follow this “Money Making System”.

There is one last topic I want to talk about in this basic training. Setting up a PROFITABLE PayPerClick campaign.

Disclaimer

MoneyPumps assumes no responsibility for the use or misuse of this product, or for any injury, damage and/or financial loss sustained to persons or property as a result of using this report.

Any income examples given in these reports are for illustration purposes and should not be taken as typical. We cannot guarantee your future results and/or success. There are some unknown risks in business and on the Internet that we cannot foresee. Also, your success is dependent upon your dedication to following the system, as well as your own skill level. The use of our information should be based on your own due diligence, and you agree that our company is not liable for any success or failure of your business that is directly or indirectly related to the purchase and use of our information.

MoneyPumps Money Making System

*Learn how to create a secure and ever-increasing income
from the Internet.*

By Dan J. Blackburn and Mari Peckham

Using PayPerClick to Build Your Mailing List!

To the uninitiated, paying to give something away for free may seem like a definition of insanity. But you know different. You know that, because your website has been set up correctly, each free subscriber is worth a lot of money to you. You know that by offering your information for free, you will get a lot of the targeted visitors subscribing to your mailing list.

A **profitable** PayPerClick campaign will allow you to continue to pay to drive quality traffic to your website and will increase your profits greatly. For example, if you know that your average subscriber is worth \$1 a month to you and it only costs \$1 (one time) to get a subscriber using PayPerClick traffic, then you really would be insane not to keep doing this.

However, setting up a profitable PayPerClick campaign is NOT easy. Quite frankly you will probably lose money on PayPerClick traffic initially until you analyze your results and tweak your campaigns. When setting up a PayPerClick campaign, the first couple of weeks or months are simply about collecting data. Only when you have this data can you set up a truly profitable PayPerClick campaign.

This is why we taught you how to drive traffic to your website using articles and link exchanges to increase your “organic” search engine ranking and build traffic before we addressed this topic. Chances are that you are already making money now and you can use that money to cover the cost of doing the research it takes to create a profitable PayPerClick campaign.

It will take some time for you to get a lot of traffic from article submissions and link exchanges (a top 10 ranking in Google for your keywords is within your grasp, if you continue to use these methods). Using PayPerClick effectively, though, can enable you to build your profits very quickly.

To help you understand how to set up a successful PayPerClick campaign, I want you to download and read a free 85 page e-book by SEO expert Brad Callen entitled “Google Adwords Made Easy”. Brad will walk you through everything. This book is a promotional product for his excellent software “[Keyword Elite](#)”, which we HIGHLY recommend, but he also shows you how to do everything yourself for free to demonstrate how much of a time saver his software is. Reading this book will save you a LOT of time and money!

[Click here to download the free e-book.](#)

You Have The Perfect PayPerClick Landing Page!

The page that offers your free e-book is the perfect PayPerClick landing page, so this is the page that you want to promote in your PayPerClick campaign. Concentrate on building your mailing list through your free e-book, then converting your subscribers to customers through your follow ups. You will get much better results that way.

Google Adwords is the ONLY PayPerClick service I recommend you focus on!

Here's why!

When running a PayPerClick campaign, what you are selling? You are selling, above all, “the click” itself. Google Adwords is different from any other search engine in that you **cannot** position yourself as #1 by paying more than every other advertiser. With Google Adwords, it's not the amount you pay per click that puts you in the #1 position, it is the ratio of impressions to clicks that your ad receives. You CAN get yourself ranked higher than someone who is **paying more** per click than you, if your ads get more clicks than your competition, i.e. a higher click through rate.

A Really Good Tip Not Given In “Google Adwords Made Easy”

“Google Adwords Made Easy” goes into a lot of detail on how to analyze your results and slowly but surely increase the profitability of every campaign you run by split testing ads and dropping none profitable keywords, but there is one very good tip that is not revealed.

That tip is this...

Your ad will get more clicks “guaranteed” if the title of your ad is the exact same phrase that someone typed into the search engine. For example, if someone typed in “Sugar Addiction” into Google and your “Adwords” ad was displayed on the results page, there would be a good chance that they would be attracted to your ad if the title were “Sugar Addiction”.

You can make this happen for every keyword you are targeting by setting your ad headline as {KeyWord:Default Subject}

The “default Subject” part is something that you set to be the default. Your title can only be 25 characters long in an Adwords ad. If the keyword phrase you are targeting is longer than that, then the “default subject” will display instead of the keyword phrase.

Example: You are targeting the keyword phrase “Overcoming Sugar Addiction” That is longer than 25 characters. So if you have your title set as:

{KeyWord:Sugar Addiction}

In this case Sugar Addiction will appear as your title instead of “Overcoming Sugar Addiction”.

Read and digest of Brad Callen’s free E-book “[Google Adwords Made Easy](#)” before you even consider running a Google Adwords campaign. It will save you a LOT of time and money!

Using PayPerClick (especially Google Adwords) can drive a lot of highly targeted traffic to your website. The fact is that it puts your marketing on steroids! The more traffic you can drive to your website, the faster your mailing list will grow and the more money you will be able to make. But if your campaign is not profitable, using PayPerClick is like throwing money away!

That is the end of the “Basic Training” course.

So what do you do now?

It’s simple. Go back to the start and set up another profitable website and then another and another and another!

These sites take very little maintenance once they are set up. When you are making money (or even before) you can even hire freelancers to do the promotion of your site for you. It is important, however, that you continue to build links through the use of articles, reciprocal linking and forum promotion and that you continue to find good quality products to recommend to your subscribers in each niche market you target.

Here is what you have to do to complete “Basic Training” and gain access to the advanced lessons.

To complete "Basic Training", you must set up at least two web sites in different niche markets, following the MoneyPumps Money Making System for each site.

You must have a mailing list of 1000 subscribers for each web site you set up.

You must achieve a Google Page Rank of 4 or more on at least one of your sites.

You must be a paid member of MoneyPumps (Preferably Standard Extra or Pro).

If you do this with ways taught in basic training, reading the advanced lessons will show you how to see your income take off quickly and shoot off the graph! More importantly though, you will be ready for it when it does!

When you have accomplished this, contact me though [this form](#) with the URLs of both of your websites.

If you have been following the system so far, you should already be well on the way to completing this with your first site. If you have just been reading through these reports and not taking action, then I highly recommend that you go back to the beginning and get started.

We hope you have enjoyed this basic free training. This stuff really does work! We told you at the very beginning of this training series that this system “builds on itself”. Every e-book has been delivered to you in sequence to enable you to systematically increase your success and build your profits.

At the very beginning of this course, we told you not to target business opportunity seekers for your first project. You will get more out of this training, and make more money with it, if you target something else first. However, as your business advances, you can use these reports to target “opportunity seekers” fairly easily.

MoneyPumps Money Making System

You will already have the necessary skills and understanding to utilize these reports to your benefit, creating yet another strong income stream for yourself. If you are interested in how you can make money with this training course, [click here for step-by-step instructions](#).