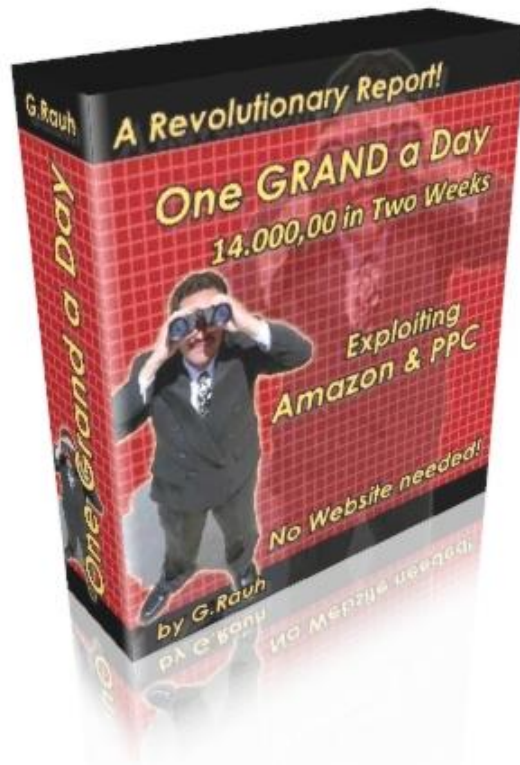


One Grand a Day

14.000,00 with Amazon Easily in Two Weeks

Instantly Start Making A Grand per Day exploiting Amazon and PPC!



By G.Rauh

Thank you for purchasing “One Grand a Day”!

This ebook will help you becoming a super-affiliate!

You will learn a simple, but very effective method using PPC (“Pay per Click”) to fully exploit the power of affiliate marketing with Amazon.

You will **also** learn and achieve mastery with your PPC campaigns and you will learn advanced tricks which you can use as an affiliate for Amazon or similar programs.

In **Part I** of this book I will teach you the exact steps how you can easily achieve your goal of making a hefty profit as an Amazon affiliate with the help and power of PPC, in this case Google AdWords .

More money than you ever dreamed of.

In easy to follow and detailed steps I will reveal my method to you.

In **Part II** I will expand on some tips and tricks in regards to selling effectively with Amazon, and how to be successful with your PPC campaigns. This part I added since I got many, many requests and questions from people after I blogged about my success on various places online.

I got an overwhelming response by people who wanted to know more details about how to make profit on Amazon as well as help with AdWords, many of them just started and signed up at those places and asked for more help.

I want to avoid writing about general basics as much as possible. There are enough places and forums online where a beginner can get help getting started. There are also enough ebooks already which describe basics and sell it as “revolutionary”.

This ebook is **not** one them.

I will describe **effective** and **advanced** techniques in a way that both, the marketing professional as well as the beginner can take advantage of the methods in this book.

Let me introduce myself to you: My name is Georg, and I am a webmaster and internet marketer.

I will tell you straight away that I am a man of short words and I prefer cutting right to the point instead of endless, useless blah-blah as I see in many other ebooks.

Like myself you probably don't like to skip through 30 pages until it gets halfway interesting. Sadly, we're all used having to read such junk ebooks every day.

So prepare yourself for a short, but exciting ride.

Part I – The Method

My method is all and 100% about exploiting and taking advantage of the power of PPC (Google AdWords in my case) and the affiliate partner program of Amazon.

On October 1st, 2007 I started an experiment and I set myself a goal and a time frame how much I would earn with this new method in **exactly 14 days**.

My earnings in this short time are slightly over EU 14.000,00, as you can see below.

Feedback | Mein Konto | Land auswählen: Deutschland

Zusammenfassung
13. Oktober 2007
Sie werden dem Werbekostenerstattungsmodell **Klassisch** vergütet. [Erfahren Sie mehr](#).

Leistungsübersicht		gesamter Bericht
Impressionen -- gesamt		712
Konversionsrate		4,00%
Erlös		EUR 14.039,12
Anmelder-Prämie		EUR 0,00
Erlös - Werbekostenerstattung		EUR 0,00
Erlös dieser Monats -- gesamt		EUR 14.039,12

[Hier klicken um eine Übersicht über die Werbekostenerstattungsstaffelung einzublenden.](#)

Übersicht der Bestellungen		gesamter Bericht
Anzahl		801
		100%
		100,00%

How did I achieve this, you might ask?

A review – at first, turning into something way, way better:

It all started in the beginning of October when I reviewed a tool for my site. A tool I never heard about before.

You can read my [initial review of the tool on my very own webmaster blog](#). Boy, did I not know how this will change my life!

I did the review out of interest and since I am marketer, excited to put new and interesting products to the test, to have something interesting to blog about on my site.

The tool in question is called Amazonhunter. I did not know yet what will happen in the next days to come.

You also might want to know that I run and operate a bunch of own sites already, many of them dealing with Amazon where I am selling as partner, various markets, various products. Some bucks here and there.

I also used Google AdWords for some time already. PPC (say: "Pay Per Click") is therefore nothing new to me.

It Starts

So I started my experiment.

I remember people on various forums talking about various profitable niches, and I remember someone talking years ago about what a profitable niche camera lenses and objectives are. For some reason this was in the back of my head, but I never did something in that particular niche.

So...secret #1 is out. Be assured that I have other niches too, but camera lenses provided exceptionally well. Also be assured that i took some time to think about whether to reveal one of my niches or not.

I came to the conclusion I am at relative low risk since the number of products on Amazon is staggering. Besides: There are several Amazon branches in several countries and each and any of them has zillions of products, and markets differ depending on country.

I did some research what market to use. For this particular experiment I used the German market.

Google AdWords confirms that I had a gold mine.

I did unusual little keyword research (as I normally do), I just used the AdWords keyword suggestion tool and started with certain keywords related to the camera-lenses niche. I used brand names and common terms used in that niche.

I didn't bother with Overture or even Keyword-Elite or similar. Google AdWords Keyword Tool just came up with endless numbers of keywords, most of them specific models and products.

Many of them long tail, consisting of 5 or more parts.

I just grabbed all of them. The surprising thing was that the keywords all had decent search volume according to Google and really, really low competition.

I found a goldmine.

Chosing a good worthwhile product-value for high commissions.

After my review of Amazonhunter I started to use it myself because I got curious. Amazonhunter has a nice built-in browser for any of the Amazon branches of your choice, eg. Amazon.com, Amazon.co.uk, Amazon.de

I loaded it up and was browsing the product list which came up in the tool and used the filter-feature to filter out all products below a certain value. I focused on products exclusively in the EU 500 and up range.

I also changed the payment structure on this particular Amazon account to "classic". This is important if you deal with the "electronics" section on Amazon.

If you don't you will be stuck with an EU 10 per sale limiting cap, and you certainly don't want that to happen!

A big sale shall result in a big commission – as easy as that.

After Amazonhunter came up with the list I did some minor tweaking of the keywords.

I changed the product descriptions into keywords which more likely had higher search volume. Sometimes I stripped unnecessary parts. Minor work. Easily done.

People certainly don't search for "Acer Extensa 3250-X 15inch WXGA Notebook black" so I changed those kind of keywords eg. to "Acer Extensa 3250".

I also stripped trademarked terms from the headline, eg. "Sony", "Ibook" and similiar.

Note that you can very well use trademarked phrases as **keyword** with AdWords itself, they just have to be removed from the Ad's **headlines**.

I let Amazonhunter rip (so to speak) and grabbed hundreds and hundreds of ads right out of this list and copied them into the external Google AdWords Editor.

Thousands of Ads – Created in Minutes

I transferred the ads to my AdWords account in very short time since the Amazonhunter tool is able to create ads on the fly, out of the huge list of products it finds on Amazon.

I did some more tweaks, like checking for duplicate keywords and rearranged some groups. I did all this with the Google AdWords Editor.

My target: As many AdGroups as possible with the goal that each and any single product would have its own AdGroup.

This might be impossible in reality since we're dealing with a staggering number of keywords and ads, but some tweaks and moving of keywords to their own Adgroups can always be made.

I did this as precaution and my goal was to achieve the best Quality Score and lowest CPC (Cost Per Click).

Amazing CPC and Quality Score

But for the majority of ads the tweaking and moving turned out to be not necessary.

About 95% of the hundreds and hundreds of Ads I created resulted in Ads with keywords of “great” quality score, resulting in min. CPC of only EU 0.03. Very, very few remained as “high” as EU 0.08 min CPC.

Keyword	Status	Quality Score	Minimum bid
Search total: Enabled			
All sources total			
[] [blurred]	Active	Great	Minimum bid: €0.03
[] [blurred]	Active	Great	Minimum bid: €0.03
[] [blurred]	Active	Great	Minimum bid: €0.03
[] [blurred]	Active	Great	Minimum bid: €0.03
[] [blurred]	Active	Great	Minimum bid: €0.03
[] [blurred]	Active	Great	Minimum bid: €0.03
[] [blurred]	Active	Great	Minimum bid: €0.03
[] [blurred]	Active	Great	Minimum bid: €0.03
[] [blurred]	Active	Great	Minimum bid: €0.03
[] [blurred]	Active	Great	Minimum bid: €0.03
[] [blurred]	Active	Great	Minimum bid: €0.04
[] [blurred]	Active	Great	Minimum bid: €0.04
[] [blurred]	Active	Great	Minimum bid: €0.04
[] [blurred]	Active	Great	Minimum bid: €0.04
[] [blurred]	Active	Great	Minimum bid: €0.04

The above is an example for only one product I used in a campaign. See for yourself.

Income per click – without a website

Basically, without the need for my own site and without to worry about landing pages or SEO I had “great” quality score all through the bank!

This is amazing. I use my affiliate link in the destination URL in AdWords and simply www.Amazon.de in the display URL. Now you will see why [Amazonhunter](#) came in really handy:

It allowed me to spy on the competition and target exclusively products with zero or only a few competitors!

The budget for PPC – Without initial investment no result

You might want to say this is drawback of my method, but it should be clear once you realize that the “One Grand a Day” method is all about passive income without any real “work” needed.

It’s all about letting PPC do the work for you once everything is set up. And PPC costs money. But this money is well spent.

Therefore you really, really should use some decent amount of money for this particular method. My PPC AdWords budget was about EU 50/day, roughly 700 for those two weeks.

Nothing compared to the 14K I made, you will certainly agree.

You can certainly “start low” and just wait until you made a decent amount on commission. But then make sure you use that first earned money for AdWords. My method relies on PPC and the sheer number of ads very much.

Ads phrasing and wording – another factor for success

In my ads i used catchy phrasing and mentioned that we have the best prices on new, used and refurbished products.

I think this was a very good idea since many people are looking for deals online and getting good deals on refurbished or used high-priced products is always a sure way to get clicks !

I blogged about good AdWords wording [here](#). My catchy AdWords phrasing played certainly another big part in my success.

Believe it or not, that is all what is to it!

Simple steps to become a master using PPC and Amazon, in short form:

- 1) A profitable niche and market was found. I focus on high-value products only and ignore anything which doesn't give me at least EU 20 commission.
- 2) Use a [tool](#) to grab lots of high-value products from Amazon and used the tool to check number of competing ads already running. Filter out all ads with a lot of competition.
- 3) Use the same tool to grab, generate and copy **massive** amounts of ads and keywords to my AdWords account. The massive amount of ads and keywords is the strength of this method.
- 4) Create some additional Adgroups for the same niche and used basically everything the Google keyword suggestion tool spew out related to this niche.
- 5) Some tweaking and rearranging of AdWords Groups.
- 6) Catchy words and phrasing make perfect ads.

- 7) Use your affiliateID only and use Amazon.com as display URL.
- 8) Skip anything having to do with a website.
- 9) Set reasonable budget in AdWords.
- 10) Sheer number of keywords and AdWords Groups in conjunction with an excellent niche proves very profitable.
- 11) Profit!

Part II – Mastery of Amazon and AdWords

Advanced Techniques - and Questions, Answered

There are certain factors which, combined, will decide whether your efforts will result in a stream of money – or whether you will waste and lose money by pumping it into your PPC campaigns without any significant conversions.

The most important thing is certainly finding a niche, products which are high in demand and have low competition.

Amazon provides a staggering amount of things to chose from, and you can get a rough idea about how well a product-line might do by starting using the Google keyword search-volume tool and look at the search volume and competition.

You can go even more advanced and do real keyword-research with tools like keyword-elite, chose various target markets and scour them, check search results and AdWords competition. But those methods would certainly be out of the scope of this ebook.

I won't deny the fact that sometimes finding a good niche might be a matter of plain luck, something you read about in a blog or similar. I had various sites already where I sold items successfully since I heard on some webmaster forum that someone was already using this or that exact niche and made profits.

What I am saying: It can't hurt to just copy someone's idea and try it with the same niche. Try his idea, maybe chose another market and country to target. If you read someone sells "refurbished power tools" or "antique jewelry" successfully already: Chances are you might too!

Landing Pages

The point of my method in Part I is that I do not use my own sites and landing pages for approx. 95% of the products I have ads running for.

Some people complained a few times about my pitch for [Amazonhunter](#).

But they don't get the point!

If this success would have had been realized with the help of **green guinea pigs**, I would have had mentioned them as a way to get where I am now.

It is all about checking and spying on your competition on AdWords also, as well as putting a huge amount of Ads to your AdWords account in reasonable time.

In addition I filter products which are below a certain value, since I don't even want to bother with only pennies for commission.

Just yesterday I uploaded a few thousand new keywords and ads to my AdWords account, products which are solely **above and over** EU 3999 on Amazon.

I uploaded that many ads that I got a warning from AdWords that I reached my limit, so I deleted Adgroups where I didn't have impressions in a week just to be able to stuff all those new Ads into my AdWords account.

If you know about an alternative method to do this **any** other way, that is: Scouring virtually any category on Amazon, filtering products, creating the Ads and checking competition: Feel free to let me know !

Competitors – Don't Panic!

A low percentage of the ads already had competitors on AdWords, this was expected.

“Competitors” are the ones which already have www.Amazon.com in the display URL. Google does not allow more than one ad with the same display URL.

Those products (speak: keywords) and ads I just refer to my **own** landing-pages. I have various methods there:

Either create your own, full-blown Amazon store using commercial software like Associate-O-Matic or use some custom PHP script based on the example codes you can find on the Amazon developer website. Since I am a programmer I built a keyword-driven PHP script which does the job.

I can use any AdWords ads and refer to my destination URL. The keyword from the Google search is given to the website with the {keyword} variable AdWords provides. This would look like: www.example.com/?k={keyword}

The script dynamically builds a site optimized for the keyword and displays the product in question.

Again...my CPC is mostly EU 0.03 with any method, be it going the semi-arbitrage way, just pointing to Amazon.com, or with the remainder of ads where I am using my own sites.

Another method is to modify the destination URL.

Remember: It's all about arbitrage with only your affiliate-ID in the ad as well as www.Amazon.com in the destination URL and preferably **skipping** the whole dealing with your own page.

If Google complains that there is already a higher ranked ad, you can also use this as display URL www.Amazon.com/de, or www.Amazon.com/uk etc.

It's about convincing Google that you have a unique destination URL.

As said, if you have your own domain with a store script or Associate-O-Matic: Skip the above and just use your own site **for the few ads/keywords where there is already a competitor.**

Destination URL - Cloaking & Hiding URLs ?

I don't know why some people came up with the idea I used www.tinyurl.com or similar in my method. I don't use it.

The simplest method is to directly point to a product-page on Amazon as I described in my [initial review on my webmaster blog](#).

As you can see the destination URL points straight to the product page on Amazon, I took the result as the Amazonhunter tool spew them out. The URLs contain the ASIN Number of the product and the ID is just appended at the end.

There are other ways to link to pages on Amazon, but this one is the easiest one, in my opinion.

There is really no reason to cloak or do tricks with tinyurl etc., I don't even think that Google would appreciate this, it might even be against Google TOS.

This quasi-arbitrage using PPC and Amazon is working and Google is totally fine with it as you can see on the low min. CPC and great quality score!

AdWords - Advanced Keyword Tweaking for Profit

Keyword Juggling

A niche is only a niche when competition for a certain keyword is low– so let us create a niche if we don't have one!

To help you understand what I am saying, imagine this:

It doesn't matter what product you promote and whether the common **assumption** is that this or that product would be oversaturated in the market. It would be a mistake not to investigate into this further regardless what someone tells you.

All what counts is the number of competition for certain **keywords**. If there is low competition and decent search volume: Bingo, you found your niche!

You can often easily find low-competition and high search volume keywords **for a market which first seemed saturated**, maybe a market or product you didn't even touch at first.

Here an example:

If you browse Amazon for Panasonic Plasma TVs you might come across a typical product description like:

Panasonic TH 42 PX 71 16:9 "HD-Ready" Plasma-TV

The interesting thing now is that you can use this single product and create a variety of keywords (and adgroups per keyword) in your AdWords campaigns.

We can take

Panasonic TH 42 PX 71

This certainly might have some search volume on Google, it might also have some competition, who knows.

If you look at this very same product page on Amazon you also see that this item's official model number is actually *TH-42PX71*. Note the missing spaces and the added dash.

If you make some use of the AdWords keyword suggestion tool it will be clear soon that there are not only searches for this phrase and the very first phrase (with the *Panasonic*), but also one without a dash making it *TH 42PX71*.

There also could be a number of searches for *TH42PX71*, maybe in variation with the "Panasonic" in front also.

One product gives us several valid ways to create keywords which we can use in Adwords, in this case about 5, 6, 7 or 8 and even more ways to describe this particular product.

Notice that those have "decent" search volume. I don't know about this particular example, but I can see it live on my own campaign and keywords with similar products.

The magic here is in the fact that you can chose a niche which consists of a range of products (eg. camera lenses, plasma-TVs, notebooks, PCs) and that a majority of those products have many, many ways to apply some advanced keyword-juggling techniques.

This especially applies for electronics since it is common to name products like notebooks and similar in cryptic ways with even more cryptic model numbers which can be varied and **taken advantage** of in multiple ways.

One Grand a Day

Rank	Title	Keyword	#
17429	Toshiba 72HM196 72" 1080p DL...	Toshiba 72HM196	
510	Toshiba Satellite M55-S135 14" ...	Toshiba Satellite M55-S135 14" Notebook PC	
31541	TOSHIBA TDP-TW350U DLP Pi...	Toshiba TDP-TW350U	
947	Toshiba Portege R200-S234 12.1" Notebook PC	Toshiba Portege R200-S234 12.1" Notebook PC	
653	Toshiba Satellite M55-S329 14" ...	Toshiba Satellite M55-S329 14" Notebook PC	
524	Toshiba Satellite P105-S6024 17" ...	Toshiba Satellite P105-S6024 17" Widescreen Notebook PC	
18194	Toshiba 62HM196 62" 1080p DL...	Toshiba 62HM196	
682	Toshiba Qosmio G25-AV513 17" ...	Toshiba Qosmio G25-AV513 17" Notebook PC	
1068	Toshiba Portege R205-S209 12.1...	Toshiba Portege R205-S209 12.1" Notebook PC	
547	Toshiba Satellite M45-S331 15.4" ...	Toshiba Satellite M45-S331 15.4" Notebook PC	
586	Toshiba Qosmio G35-AV600 17" ...	Toshiba Qosmio G35-AV600 17" Notebook PC	
81337	Toshiba TLP-T50MU LCD Project...	Toshiba TLP-T50MU	
19963	Toshiba 50HP66 50" Plasma HD...	Toshiba 50HP66	
575	Toshiba Satellite M45-S359 15.4" ...	Toshiba Satellite M45-S359 15.4" Notebook PC	
45344	TOSHIBA TLP-PC2500U PolySi L...	Toshiba TLP-PC2500U	
497	Toshiba Qosmio G35-AV600 17" ...	Toshiba Qosmio G35-AV600 17" Notebook PC	
92058	Toshiba TDP-TW90U Wireless D...	Toshiba TDP-TW90U	
570	Toshiba Satellite M45-S185 15.4" ...	Toshiba Satellite M45-S185 15.4" Notebook PC	
834	Toshiba Qosmio F25-AV205 15.4" ...	Toshiba Qosmio F25-AV205 15.4" Notebook PC	
31987	Toshiba 72HM195 72" Diagonal ...	Toshiba 72HM195	
2691	M5-S433 Intel Core Duo T2400/5...	M5-S433 Intel Core Duo T2400/512/100/DVDSM/14.1/W/FABG/L...	
1281	Toshiba Satellite 5205-S505 Note...	Toshiba Satellite 5205-S505 Notebook	
1159	Toshiba Satellite P25-S526 17" N...	Toshiba Satellite P25-S526 17" Notebook PC	
645	Toshiba Satellite A75-S229 15.4" ...	Toshiba Satellite A75-S229 15.4" Notebook PL	

Image: Keyword Juggling: Endless Variations right there!

Potential Buyer with cash in his pocket – Surfing, Ready to Order

An additional bonus is that someone who searches for a very specific model-number like *TH-42PX71* might already have an exact idea what he is looking for, maybe he is online **right now** to purchase said item!

What a coincidence that our ad is popping up right in front of his eyes!

We marketers often split potential buyers into two categories:

1. People who surf online to get information about specific products. Those are in the process of reviewing and in the early stages of decision-

making **what** (and **where**) they actually want to purchase. People who are entering rather fuzzy terms like “Panasonic Plasma TVs” or similar in their Google search. People who might click here and there but where the likelihood of creating a sale is not as good as it could be.

2. People who are **in the process of buying right now** with their credit cards right at hand. People who will buy in the next few minutes. Those people already did any research, people who know **exactly** what they want. Now those people are looking for the place where they can **buy** the said item.

I ask you to not underestimate the importance of this chapter, it plays an essential role! Incorporate this tweaking method into your method, it will provide vital and will decide over success or failure of your marketing efforts!

To illustrate a typical session, here again I am using the tool [Amazonhunter](#), since this is the only tool I know of and it helps me doing this in reasonable time:

1. I use the tool to go to Amazon and look for Panasonic Plasma TVs in the electronics category. AH might come up with 100 or so items.
2. I tweak the keywords right in the editor in Amazonhunter and strip unnecessary parts of the end to create a first list of keywords and ads/adgroups I will upload to AdWords in a bit.
3. I start AdWords editor and copy and paste the keywords followed by copying and pasting the text-ads. AdWords Editor has a “Add/Delete multiple keywords” respective “Add/Delete multiple text-ads” feature which allows such bulk work in a matter of minutes.
4. I upload this first list to my AdWords account.
5. I go back to the still open window of Amazonhunter and edit the list, now I am stripping the term “Panasonic”. I upload this new list: New adgroups and keywords are created.
6. Rinse and repeat. I edit the keywords again, this time I delete all spaces, making *TX-45 356 6* to *TX-453566*. Upload. Next run I will be deleting the dash. A new list is created and uploaded.

This I repeat a few times (see above).

The advantage of **keyword juggling** should be very obvious:

The more keywords you have for one specific item, the more searches and clicks you will get.

If you have a higher variety and number of keywords which all apply to **one** certain product you have a good chance that you outwit your competition: It is rather unlikely that a competitor also uses all combinations of the keywords like you do.

You might have one or two keywords which are saturated in the market with some competing ads besides you.

But since you created massive amounts of ads you have an advantage right there. How many competitors use an automatic tool like you do and can upload a few thousand adgroups and keywords in minutes like you?

How many competitors actually bother with my technique of **keyword juggling** and take the time to create 7 or 8, even more keywords for each and any product they have a PPC campaign running for?

I won't deny the fact that **keyword juggling** actually takes some work and is quite boring - especially when you go through a list of, say, 300 high-priced items with their model numbers.

However this is done in reasonable time since you have the list always right in front of you and you can easily edit those keywords, and once done and uploaded to your Adwords account you are set. Rinse and repeat until there are no valid variations anymore (as described above).

Take your resources and your knowledge to your advantage, outwit your competitors!

- **Rearrange and Create as many Adgroups per keyword as possible**

Learn to use the external AdWords editor, learn to use how to find duplicate keywords and how to rearrange and create new groups.

A perfect goal would be one Adgroup per item.

This might be impossible to achieve in reality, depending on the amount of keywords. But the external AdWords Editor can help with generating new groups if it finds common phrases in keywords.

The work you put into AdWords, rearranging, analyzing keywords pays off since your CPC will be low and your quality score will be high.

There are niches and products where you get an immense amount of keywords, and this often just for one line of products.

Example:

Gadget XY

AdWords keyword suggestion-tool might give you an endless list of keywords like:

Gadget XY
Gadget XY V2.2
Gadget XY V2.0 17 inch
Gadget XY 17 inch
Gadget XY V2.0 15 inch extended

People might look for each and any of them and might use any combination of the above in their search on Google.

Either create Adgroups manually and **sort keywords** and move them to their own, designated adgroup. For example you could create Adgroups for *Gadget XY 15inch* and one for *Gadget XY 17 inch*, for *Gadget XY V2.0* and for *Gadget XY V2.2* and so forth.

It all depends how relevant the destination URL (or landing page) is for the keywords in that particular adgroup. One adgroup will usually always point to one (**and only one**) product.

If the product page is about *Gadget XY 15 inch* then you would do good to move out the keywords related to *17 inch* and designate their own group

with their own, different destination URL and landing page, this time pointing to the product description for the *17 inch* version.

It's all about relevancy to keywords and relevancy of the landing page (destination URL) to the keyword.

Advice planning and designing your PPC campaign

Wording which stands out and makes people want to click

I blogged about this on [How to Write a Good AdWords Ad.](#)

This is really nothing exciting or magical, just some applied psychology and trying to get into the minds of potential customers, trying to get into the minds of the typical user searching on Google for "A good Deal".

I described the concept of "special deals" and similar wording which I used to create an impression that I, as a merchant, offer something special, unlike my competitors.

I used catch phrases like "Limited Sale", "Limited Offer" and pointed out the importance of the word "Now".

I did not just clone boring ads as there are 90% of competing ads using phrases like "Gadget X Cheap" "Shipping within 24 hrs" and similar.

Why would I use phrasing everyone else uses? I want clicks on **my** ad!

I always have in mind that a potential buyer is using the internet for "price research" and wants to be **satisfied on an emotional level** to have found that "special deal" or "special event" going on on **my** site, and nowhere else.

This can be an event like an "introductory sale" or "anniversary sale" or "Christmas blowout" or whatever. Use the word "now" and also somewhat imply that this event just started and also might be over any time.

In addition I emphasized on the fact that I (speak:Amazon) also offers used and refurbished products, in addition to new ones.

A potential buyer gets the impression he really gets the best deal, he actually might **indeed** get it!

Amazon also offers refurbished and used products, and why not point that out in the ad? Look why Ebay is such a success.

Combine all that above, and you have a **killer-ad**, even if your ad is not on position #1, depending on your PPC budget.

Additional Tips

Amazon:

- Amazon needs you to have an Affiliate-ID for each and any target country/market. If you are selling for Amazon.com you need to sign up here: [Amazon Associates](#).

If your market is Germany, UK, Canada, France: You need to sign up for each country separately. You cannot sell products with your Amazon.com-ID anywhere else than for Amazon.com, you cannot sell with your Amazon.de-ID anywhere else than on Amazon.de

- **Geo-target** your Adwords campaigns:
You do not want your ad to appear in a country where it is not supposed to! The reason is that your affiliateID in your ad is tied to a certain branch of Amazon. With your associates-ID you registered on Amazon.com you can only get commission through sales on Amazon.com, for your ID for the German market for example you can only get commission if German customers buy from Amazon.de.
People visiting an Amazon site which does not serve their home country will be directed to the right Amazon branch.
It is therefore crucial that you know what exact countries the Amazon branch serves where you signed up as partner for – and to limit the distribution of ads to exactly those countries.

The biggest newbie-mistake would be having an ad pop up all around the world and therefore wasting most of the clicks. If a user from **UK** clicks on your ad which leads him to Amazon.**com** he will be told to go to the UK

store – you will never see any money with your ID embedded in the ad because it only works for the US market.

You can set and change geo-targeting of your ad-distribution in Adwords on the campaign level. Create separate **campaigns** designated to serve the exact geo-location you want to advertise.

One campaign would serve the US, the other UK, another Germany and so forth. Each of those campaigns needs its own associates-ID including different destination and display URLs for the various Amazon branches.

- If you sell **electronics** you need to switch your fee structure on Amazon to “classic”. If you keep the “performance structure” you have a limiting commission cap of EU10 for all electronics sales, no matter how big your sale. You certainly don’t want that.
- Focus on high-priced items only, set your goal and monitor clicks and sales.

Less sales with a EU200 commission are certainly better than many sales of *Harry Potter* books which will give you only pennies. This is especially true for PPC since you **pay** for every click.

Feel free to sell *Harry Potter* on a good and established site or blog, but for PPC I do advice filtering out such “lower” products.

AdWords

- Monitor performance of your PPC campaign and delete any keyword and adgroup without significant impressions after a week.
- For each ad use broad-, phrase- and exact match simultaneously.

I hope that those additional tips helped some people with their questions.

We reached the End – Now you can Start Making Money.

We reached the end of this book and I am happy you all kept with me. I hope you were able to follow my methods and descriptions.

The method itself **really** is that simple. So, even if I tried harder, I would have difficulties writing a longer ebook.

I am certain that following and adhering to my tips will transform you into a successful marketer and that my method, my **massive** exploitation of PPC and Amazon will make you very happy once you try this and see the results.

To All our Success,

Georg Rauh

Earnings Disclaimer: As with many methods in regards to marketing this report is based on my own efforts and research. All numbers given solely reflect my own experience. Individual results can and will vary. I cannot guarantee results or earnings of any kind, neither can I be held responsible for potential loss of money. The report is written for informational purposes only and can only serve as a guide for own strategies. Those strategies may and will vary for every individual and market.

