

Confidential Xtreme PPC Blueprint

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Dear Aspiring PPC Marketer,

Thank you for downloading my confidential Xtreme PPC blueprint.

Before we get started, I want you to promise me one thing, and in return, I'll make you a reciprocal promise.

I want you to promise me that you'll use my blue print to create at least 20 campaigns before you move on or dismiss PPC as ineffective.

20 campaigns you say? That's too much work. But hold on for a second. Hear me out.

I promise you, if you do 20 campaigns in the manner that I described here, you will end up with at the VERY LEAST 1 *solid* winner that will make you money month in and month out.

Fair enough?

Actually, I estimate you'll get a handful of winning campaigns not just one, but I always keep my promises and I don't want this one to *ever* fail me.

Now, I know 20 campaigns maybe a lot of work for some, and you may see it as too difficult. However, let me assure you of something, if you take the first step and follow my blue print, one campaign at a time, one step at a time, I'll hand hold you until you have your first 20.

The first few will take more time, and will be more difficult...but each one that you do will get easier, and easier. By the 20th you *will* be VERY comfortable with the process and you'll breeze through it. I promise ☺

So do we have a deal? Remember, I am trying to help you escape the rat race. Freedom is truly at the end of the tunnel, but you have to walk through the tunnel, and I am here to hold your hands through it.

Ok?

Great, I can sense your motivation, excitement and enthusiasm. It makes me equally excited. ☺

Let's get started.

Sincerely,
Amir Darwish

WARNING: You might be shocked, taken aback, or feel let down by the sheer simplicity of this blueprint. You may even discount it as a viable working blueprint.

I know you're looking for an easy, flashy new solution, a magic bullet...but listen to me...this blueprint *works* how much is it worth to you to not have to work for the man anymore? How much is it worth to you to have the freedom you've always dreamed of? How much is it worth to you to not have to worry about money again? How much is it worth to you to be able to treat yourself and your family to anyone you want without having to worry about money?

Can't you just put your thrill-seeking ego aside for just a few weeks and follow me here?

I promise, I'll lead you to the beginning of the road of your freedom...just stick with me. Put your need to find the magic bullet aside for just the time it takes you to create 20 campaigns.

I also ask you to stay away from forums, email marketers, *any* distraction...family, friends that are not supportive etc...just stay with me here...for just 20 campaigns...that's all I ask you. You need to crawl before you can walk and run...and that's what I want to focus on with you here...

While you may have all the information you need, you may not have the most important element of the winning formula: ***experience!***

You with me?

Awesome....

More than anything, you'll be getting invaluable experience...something you can never buy for money.

Xtreme PPC Blueprint

(print it out)

Step 1: Pick A Hungry Crowd (niche)

1. Determine that people are buying (demand)
2. Make sure there is healthy number of search volume for the niche
3. Most importantly, don't over complicate things, just do it!

Step 2: Pick A Product

4. Sign up to various affiliate networks
5. Pick a quality product/merchant to promote

Step 3: Pick keywords

6. Pick buying keywords
7. Divide your keywords into relevant adgroups

Step 4: Create your Campaign

8. Choose an approach (direct link/landing page)
9. Divide your keywords into adgroups, and create ads
10. Upload your campaigns to Adwords
11. Make sure to set a budget (don't lose your shirt 😊)

Step 5: Track And Optimize Your Campaign

12. Set up tracking at the keyword level (using [Xtreme Conversions](#))
13. Track at the adgroup level and toss adgroups with no sales
14. Examine your bid keywords and toss keywords with no sales
15. Refine your bid keywords and add negative keywords
16. Split test your adwords ads and refine your adgroups

Step 6: Expand Your Campaign

17. If you found a winning campaign, expand to:
 - ❖ Yahoo
 - ❖ MSN
 - ❖ Miva
 - ❖ Enhance
18. Repeat step 5 (track and optimize) for all the PPC engines listed above

Step 7: Rinse and Repeat

19. Do a post Mortem (analyze what went right, wrong, or ugly)
20. Reward Yourself for having taken action and completed a full campaign
21. Move on to your next campaign

STEP 1: Picking A Hungry Crowd (niche)

This is quite easy to do. There are many ways to find a hungry crowd. Go to your local electronics shop, see what's selling. Go to the mall see what people buy, what people spend money on.

Go to [eBay Pulse](#), [to Paypal stores](#) (ranking is by volume), to the [clickbank marketplace](#) and take note of things that are popular. These are all signs that people are buying...and that's what you're interested in. You're interested in locating groups of people that have money and are spending it...*buyers*.

Now, there is a very important point, I want to mention here. Do NOT get stuck on picking a niche. Remember we're going to build 20 different campaigns. Even if you get your first 10 niches wrong that's not a problem...keep going, you'll eventually find a *great* one.

In this business there is a lot to be learned from experience, and you have to be willing to try and fail...it's ok, that's how you learn. Most people that get started online, they fail, and then fail, and then fail and then they succeed. Don't try to outsmart the system ;)

Ok, now having said that, here are some niches that have rabid buyers:

- weight loss
- internet marketing
- virus and registry computer problems
- medical and health related problems

There are hundreds and hundreds of good niches...just pick one and get started.

For a great (though not essential) resource on finding hungry crowds check out the excellent book: [Desperate Buyers Only](#)

Action Items:

1. Determine that people are buying
2. Make sure there is a healthy search volume for the niche (I use [freekeywords.wordtracker.com](#))
3. Most importantly, don't over complicate things, just do it!

Step 2: Pick A Product

Once you determine the niche that you want to target, the next step is to pick a product or merchant that caters to that niche or hungry crowd. Often you'd want to pick more than one merchant and see if one of them converts better than the other.

The most important factor that you're looking for in the product/merchant is that it addresses the problems/needs of your hungry crowd and that it converts (that last bit can only be ascertained while testing...).

One of the absolute best ways to listen to your hungry crowd is to hang out in their own forums. Search for your niche + forum in google.com and hang out there for a while, subscribe and listen to what their problems/needs are.

Here are the general guidelines that you should factor into your decision when choosing a product/merchant:

- The product/merchant addresses the needs of your target market
- The website looks professional
- The site is easy to use

Put yourself in the shoes of one of your target market and try to see if the product/merchant meets your needs, try to go through the sales process, make sure it's not complicated and that the merchant won't try to 'steal' your commissions by asking the buyer to use the phone, or send checks instead of using the online shopping cart.

To find a bunch of product and merchants, there are various networks that you can sign up for:

- Clickbank.com
- CJ.com
- ShareAsale.com
- CPAempire.com
- LinkShare.com

There are many others, but these are the primary ones that I personally use.

You can always search for independent Affiliate programs run by the merchants themselves, but be careful they actually DO pay. I got burned a couple of times...The networks above are more or less reputable and safe.

Action Items:

- 1- Sign up to various affiliate networks
- 2- Pick a quality product/merchant to promote

Step 3: Pick Keywords

A LOT of people get this step *wrong*. It's really very simple. Once you pick your product, browse the sales letter and try to pick up keywords that the users may type in the search engine to buy that product. Try to listen on the forums for the words they use.

I also use two keyword tools, both are free, [Keyword Tracker](#) (<http://freekeywords.wordtracker.com>), and [Google Keyword Tool](#) (SandBox Tool).

I usually start with general keywords and then dig down, noticing any words/phrases that will give me insight into the searcher's mindset. This takes a bit of experience, but really isn't very difficult. Just try to put yourself in the searcher's shoes and it will eventually start to make sense.

I try to target longer tail keyphrases, and then expand *later* into the more general keywords. This will give me less competition to start, more targeted terms, and cheaper bids.

In general you want to be targeting keywords that indicate someone is *ready* to buy. Not someone who's researching, seeking information, seeking free tips etc...rather people that are ready to buy. This can be people that type the product name in the search engine, or people that are looking for quick solutions etc...then, and only after you test the 'buying' keywords and make sure they convert, should you expand and include the more general keywords that maybe used for research.

As I drill down from the general keywords, I would notice different problems, search phrases that form a special 'category'. I would group these together and create a separate adgroup for them.

To see a live example, check out the case studies that I have made on the yeast infection campaign I put together in early 2007 and still have it running until today!

You can access the case study [here](#).

There are a couple of good keyword tools that I recommend to create permutations for your adwords keywords:

[Keyword Transformer](#): there is a free version and it works great. Highly recommended.
[Speed PPC](#): Quite advanced and costly but excellent nonetheless, when you get there ☺

Action Items:

- 1- Pick buying keywords
- 2- Divide your keywords into relevant adgroups

Step 4: Create Your Campaign

This is a bit of loaded step. Here you need to decide on the marketing approach you're going to use to market your product. Here are the options:

- direct link to the merchant
- build a landing page as a pre-sell page
- build a landing page as a review page (review top 3-5 products)

All of these approaches do work....not in all markets. Each market is different. In some markets direct linking is the best way, say you're advertising a product on Amazon for example.

In other markets where people may be comparing between various products they would probably benefit from a comparative review.

Yet other markets would greatly benefit from hearing your own personal story (or a friend's) with the product they're thinking of buying.

The best way to find out is to do a bit of research and test. See what the competitors are doing and try to understand the mentality of the people that you're trying to sell to. This may take a bit of time and you may just direct link for ease and test that way too.

Again, don't complicate things...Just take action...EVEN if you're wrong, make mistakes, and fail miserably...it's OK! It's a learning process that always requires refinement.

One important note here...and it would be *irresponsible* of me to leave out. Make sure to set a low budget when testing out a campaign. I try to get clicks from Google for about 10c. I can do so easily by targeting the long tail and building quality-landing pages, or linking to quality merchants.

Action Items:

- 1- Choose an approach (direct link/landing page)
- 2- Divide your keywords into adgroups, and create ads
- 3- Upload your campaign to Google Adwords
- 4- Make sure to set a budget

In general, I can tell whether a campaign will do well or not within \$30-\$50 of spending. So you don't have to spend a fortune testing out a campaign.

Step 5: Track and Optimize

This is one of the most crucial steps in the whole process. A lot of times you'll have campaigns that generate sales but either break even or turn into losses.

Folks, these are *not* campaigns that you *toss* away. These are keepers *most* of the time. When you've created a few campaigns that fail to generate sales, you'll see the value of break-even campaigns.

What these campaigns need is your careful tracking and tweaking. This is where [Xtreme Conversions](#) comes in. It's a crucial part of my process. I actually do use [Xtreme Conversions](#) for a bit more...like see what keywords people are typing to click on my ads...a bit of split testing. But for our purposes here, we'll focus on how to track down to the keyword and adgroup level.

When you setup Xtreme Conversions tracking, you'll be able to tell which adgroup generated sales and how well it does. I have adgroups that after hundreds and hundreds of clicks don't generate any sales. I generally take a look at them, and then scrap them.

Sometimes you can try to turn them around by examining you're marketing process, whether you're direct linking or using a landing page, and then maybe try to tweak the landing page (pre-sell). But often, if I just feel I can't do too much for it, or it will take a lot of work, I just pause it. I may come back to it later if I have time for it.

Then I take a look at the adgroups that are generating sales and try to see if I can eliminate bid keywords that after hundreds of clicks have not generated any sales whatsoever. That's generally my first step with tracking at the keyword level.

Then I take a look at the bid keywords that generated sales as well as the search phrases that come with them...I then try to see if I can make those bid keywords more specific as to group all the search phrases that generate sales under a couple of keywords. I also look at adding negative keywords.

As part of this process, I also look at how my ads perform and I split test different ads. Sometimes if some keywords perform poorly (a CTR below 1-2%) I would isolate them into their own adgroup and write a super specific ad for them.

An awesome service that very easily let's you see winning ads is [WinnerAlert](#), worth checking out once you start making a bit of money.

Action Items:

- 1- Set up tracking at the keyword (using [Xtreme Conversions](#))
- 2- Track at the adgroup level and toss adgroups with no sales
- 3- Examine your bid keywords and toss keywords with no sales
- 4- Refine your bid keywords and add negative keywords
- 5- Split test your adwords ads and refine your adgroups

Step 6: Expand Your Campaign

Once you've created a winning campaign with adwords, it's time to expand your campaign. I would generally take the same keywords/adgroups that I have in Google Adwords and expand those to Yahoo, MSN, Miva, and Enhance.

You still have to test and track, ie. repeat step 5 with those campaign in those PPC search engines as well. A campaign may do well in Google but not in the others, and vice versa. So it's a bit of effort, but if you've found a winner, it's well worth it. I like to start with Google first because the results come in a lot faster...and I can also outsource the creation of the campaigns into the other search engines...

Action Items:

- 1- If you found a winning campaign, expand to:
 - a- Yahoo
 - b- MSN
 - c- Miva
 - d- Enhance
- 2- Repeat step 5 (track and optimize) for all the PPC engines listed above.

Step 7: Rinse and Repeat

Take a step back, learn from the campaign that you just finished, pat yourself on the back from having completed the entire process and move on to your next campaign. Good job. ☺

Action Items:

- 1- Do a post Mortem (analyze what went good, bad, or ugly)
- 2- Reward Yourself for having taken action and completed a full campaign
- 3- Move on to your next campaign

You might also want to check out Andre Chaperon's own blue print, freely available at: AndreChaperon.com. Andre is a super affiliate, who's also very gifted in breaking things down in very clear simple terms. He also very sincere and genuinely cares about his subscribers.

Conclusion

That's all. It's that simple. I'll keep my end of the bargain so long that you keep yours. Are we game?

Listen, I kept it simple, and I ask you to do the same. I know you may have questions, but really just do it...experience is your best asset. This blueprint works...enough said.

If you have pressing questions, feel free to contact me at: support@xconversions.com and I'll do my best to respond to your question.

Lastly, do you make this mistake too?

A lot of people when they first get started go on a buying rampage. They think that the reason they get things 'wrong' initially is that they're doing something wrong and they think whatever they buy will teach them better...most often, the problem is that you have *not* done any work YET! So take some action today...you'll be rewarded handsomely.

Resources

These are all resources that I personally own and use. Some are free, others are not. None of them are required. But they do make life easier, and I recommend you take a look at them once your business starts producing some money. Invest it back into becoming more efficient...And definitely make use of the free ones.

Hosting Solution: [Dream Host](#) is a great choice for simple hosting, [LiquidWeb](#) is another host that I HIGHLY recommend though they're a bit more expensive. They're one of the best in their class. For VPS, I personally use [RapidVPS](#) and I love them. Excellent support round the clock.

Keyword Tools:

- [Keyword Transformer](#): Creates variations and permutations of your keyword and the free version is excellent. Highly recommended.
- [Google's keyword tool](#) (Keyword Sandbox): Free...I am relying on it more and more these days.
- [WordTracker](#): Another free tool that I use all the time.
- [SpeedPPC](#): Great tool for creating lots of ad groups and keyword permutations...though a bit more expensive.

Ad Tracking: I use a service called [winner alert](#) developed by the guys behind adwords for idiots. It's a brilliant tool that makes monitoring your ads very simple.

Landing Pages: I use software called [LPgen](#) to dynamically create relevant landing pages that have good quality scores.

Affiliate Packages: A friend of mine and a professional copywriter, John Hostler, started a new service this year, [Renegade Monthly](#), where he chooses two high quality clickbank products, rewrites their sales letter, creates a squeeze page, and an auto-responder series and gives them all to you on a silver platter. I think it's the best service of 2008.

Learning Resources:

- [Andre Chaperon](#): Andre, a super affiliate, makes his own blueprint freely available on his website. It's very clear, concise, and easy to follow.
- [Wealthy Affiliates](#): Highly recommended. I was a member for a few years, and still am. I don't have much time to hang out there anymore, but I still have my membership. It's a great learning community that focuses primarily on PPC.
- [Campaign Blast](#): A great easy to follow method that works, but requires lots of discipline to keep organized. I tried it, it works...Matt the author is a great guy and provides lots of excellent support. It's a great way to get started..but to get far, you really need a lot of organization and discipline.
- [PPC Formula](#): A great home study course that focuses primarily on CPA networks. Gauher (the author) makes over 150k of CPA commissions monthly, his course and forum are highly recommended, and they produce real results, a bit expensive, but worth it.

WARNING: Don't go buying everything in this list just yet. I've only acquired those tools as I got deeper and deeper into the swing of things...in fact some I only acquired very recently...point is, make some MONEY first!