

Full Fat Adsense CASH COW

Milking The Adsense Machine
For Passive Income

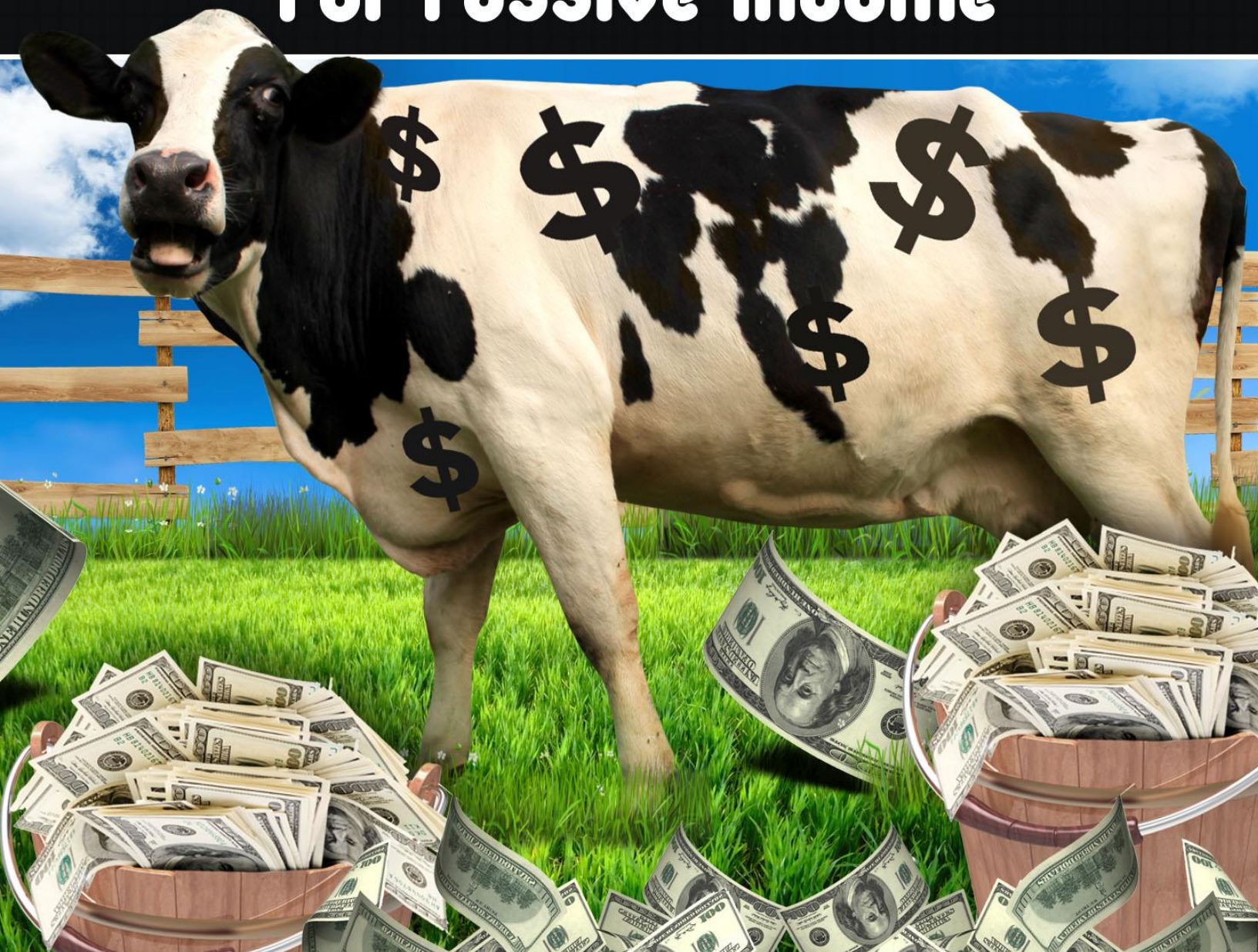
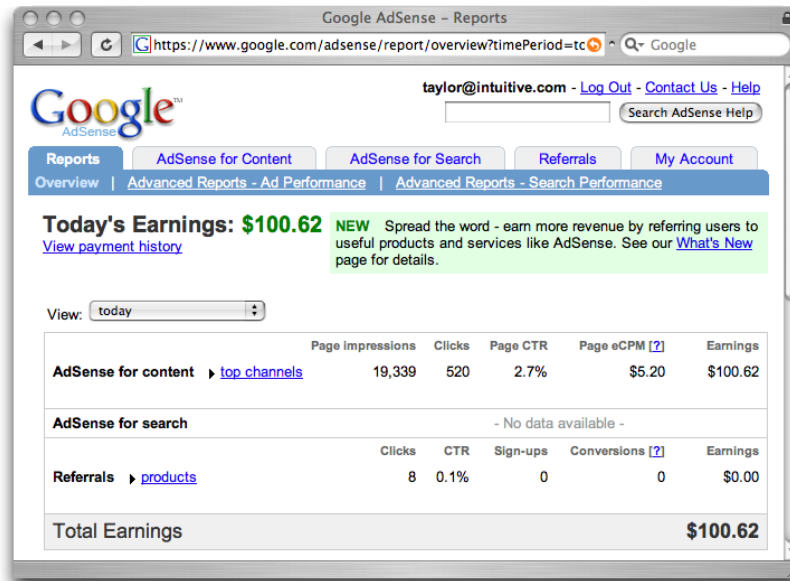


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What is Google AdSense?



Google AdSense takes internet marketing to the next level. It is a helpful tool that allows website owners to select what types of ads are relevant for their target market, allowing only the most relevant ads to appear. When relevant ads appear on your

website, or ads that interest/speak to your specific target market, they are likely to click on those ads. And with Google AdSense, you earn money for every time an ad is clicked. It really is that easy!

In short, Google AdSense allows Internet marketers and website owners to work together to ensure the best possible results from results driven advertising. And do you want to know the best part about Google AdSense?... It's FREE!

Rather than giving permission to advertisers of all varieties, Google Adsense puts the power in your hands to choose which ads make the most sense for you, your business and your target audience.

Google defines its AdSense program in the following way:

"Google AdSense is a fast and easy way for website publishers of all sizes to display relevant Google ads on their website's content pages and earn money. Because the ads are related to what your visitors are looking for on your site – or matched to the characteristics and interests of the visitors your content attracts – you'll finally have a way to both monetize and enhance your content pages.

It's also a way for website publishers to provide Google web and site search to their visitors, and to earn money by displaying Google ads on the search results pages."

Google further hails AdSense as *"The flexible, hassle-free way to earn revenue online."*

So, is what they say really true? Does it really work and more importantly, does it really work that *well*? The answer is, yes!

Google will pay you every time your site visitors click on an ad within your site. That means that you get paid whether they end up purchasing something from an advertiser or not. All they have to do is click in order for you to get paid!

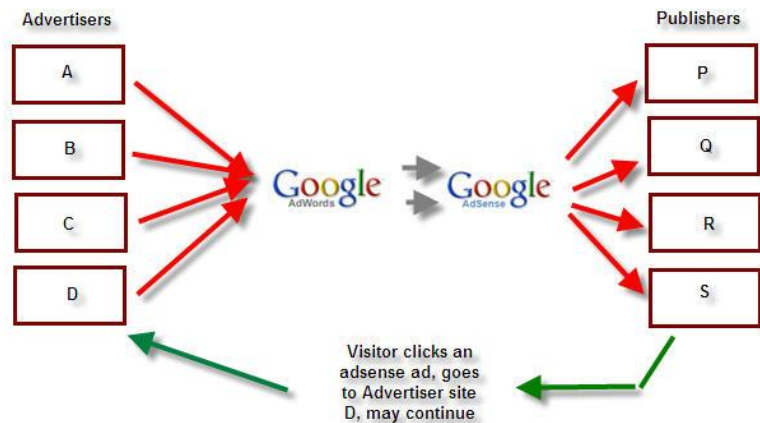
In addition, you can not only choose which kinds of ads will appear on your site (as in relevant topics via keyword selection), but you also have the ability to integrate them seamlessly into your site by completely customizing the look of your Google AdSense ads. You have the ability to select a color scheme, size of the ads and and placement specifications for the ads as well.

Google also makes it very easy to follow your AdSense success by providing you with easy to read, easy to manage reports that show you which ads are being clicked, how often they are clicked, and how much you are earning with your AdSense account.

From an outside perspective, Google AdSense is, in both theory and reality, a fantastic tool. So, it's not just a self-proclaimed useful and effective way to gain revenue for your business... It really is!

How Google AdSense Works

While Google AdSense is an extremely user-friendly tool, it can take some time to figure out exactly how it works. You will need to become familiar with all of its features, how they work and how they can best be used to benefit your particular business, your business goals and your business needs.



Let's take a look at some of the most basic steps involved in Google AdSense to better understand how it works.

#1. You choose what and where AdSense ads will appear.

You will carefully select and specify what kinds of ads you would like to show up on your site as well as where on your site they will be placed. Google will ask you for keywords about your business, products and/or services that will help generate a topic or topics of ads that are relevant to your business.

#2. Advertisers bid on ad placement in real-time.

Advertising space online is valuable real estate. That is why many advertisers are willing to pay for quality placement. With Google

AdSense, the highest bidder always wins the spot. In other words, you won't find advertisers with questionable businesses paying too much for advertising space, so the bidding system helps separate the "good" advertisers from the "bad" ones.

#3. You get paid based on clickthrus.

Google bills those who win the bids and pay for advertising space. You then receive your payment based on the ads placed on your site and when/how often your site visitors are clicking on them.

Many people find it hard to believe that there is no fee for creating a Google AdSense account and allowing AdSense ads to be placed on your website. But the truth is, they only pay you when the ads are being clicked, so if you think about it, this method makes sense.

There is no need to pay them to advertise for others businesses. And in the same vein, they don't pay you for simply placing the ads. There has to be positive activity in order for it to work on either end of the spectrum. The advertisers decide how much they are willing to pay for their ads (to be explored in Google AdWords) and you, as the one providing the advertising space, benefit from the ads' effectiveness.

AdSense is also more than just advertising. With Google AdSense, you can choose to include one or all of their "products" as a way to increase your profit-earning potential through targeted advertising. For example, you can choose to place AdSense ads within your site (which are customizable and of course, targeted); you can also choose to include AdSense searches within your site (which help users and bring you a profit at the same time); or you

can choose to place Google AdSense ads in your feeds. It's up to you which, if not all, of these options you choose, but no matter how you look at it, Google AdSense just makes sense for business.

Remember, the more you take advantage of Google AdSense products, the more you will benefit from

How You Earn Money



Unlike the internet advertisements of old (largely banner ads, flashy boxes and annoying pop-ups), you earn money each and every time your site visitors click on a Google AdSense ad that is placed on or within your site. They do not have to purchase

something in order for you to earn a commission. All they have to do is click!

You no longer have to worry about busy, distracting, (sometimes obnoxious) internet ads crowding up your site. Instead, Google AdSense ads are text ads, which are proven to have a much higher click-thru rate than traditional banner ads. And in fact, there is much more to it. Google AdSense makes making money easy!

If you are considering creating a Google AdSense account, here are some tips for success:

Tip #1: Build a site with a professional look, tone and feel.

Your business depends on the effectiveness of your website, so make sure it's the best it can be from look and feel to messaging and ease of use. It's important to also note that Google does NOT accept sites that are created using free domains, so be sure to register a unique domain through a reputable service.

Tip #2: Your site should include valuable content.

Your site should include language that is not only relevant to your target market, your message should be enticing and provide valuable information. You want to convince your customers how valuable you are, not just hope they see it for themselves. On another note, Google will quickly recognize if your site is not legitimate, so be sure that your business is up and running to prove you are not just loading ads into your site to make money.

Tip #3: Work on driving traffic to your site.

Proper SEO techniques and keywords are absolutely critical when trying to top search engines. If you aren't familiar with this process, be sure to learn more. It will serve you well moving forward. No matter what, driving traffic to your site is absolutely crucial for success.

Tip #4: Set up your Google AdSense account.

As previously noted, Google makes the entire process of setting up an AdSense account extremely user-friendly. They will walk you through the registration process and get you started with customizing and placing ads on your site in no time. They even offer valuable help tools and resources as you continue to grow and become more familiar with their products and services.

Tip #5: Network! Network! Network!

Nothing is better than word of mouth, so reach out to friends, family, peers, and colleagues to spread the word about your site. The more people who visit, the more people who will click on ads... and the more money you will

make!

So what are you waiting for? Get out there and grow your business. Build a quality site that looks and sounds great. Create a Google AdSense account and watch the money roll through the door... and the mailbox! You'll be happy you did.

How AdSense Can Help You Earn Extra Cash

Advertising can be an extremely cost-effective way to grow your business... if it's done well. After all, its very purpose is to let others know about who you are and what you do. The ultimate goal is to gain customers and increase revenue through attractive images, catchy slogans and hopefully, a quality product.



Whether you are a small business owner, Internet marketer, not-for-profit organization or large corporation, advertising is a very critical part of what you do.

There are many types of advertising to choose from, and depending on your business and your product, some advertising outlets may be more beneficial than others. From television to newspapers, billboards and radio, advertising opportunities have historically run the gamut from small and inexpensive, to large and exponentially costly.

The Internet, in all of its worldwide reaching glory, is the perfect place to advertise for almost any business, as you have the best chance of reaching the most people. And what's more, you can target your market through

multiple tactics, including Search Engine Optimization (SEO), keywords, and simply choosing when and where to place your ads. Much like you would choose which magazine to run your advertisement in, you can often choose which websites your ad will appear on, or which directories you will be listed in.

For Google customers, there are many options for advertising, including:

- Google AdWords for those looking to create ads/advertise
- Google AdSense for those looking to include targeted ads on their website(s) in order to earn money

Google's advertising opportunities are perfect if you are looking to make money without investing a lot... if any cash up front. When a business chooses to place AdSense advertisements on their website, advertisers benefit from relevant and targeted placement, making sure their advertising only costs them money when it is actually working. What a novel idea, right? It makes so much sense, yet often, advertising does NOT work this way.

Google will only charge an advertiser when their ads are being clicked. Every time a web user clicks on a Google AdSense ad, the website owner who placed it there receives a commission and the advertiser is charged for the click. It's one, big interconnected web of logical advertising that benefits everyone involved.

So, how is Google AdSense good for advertisers? It's a simple advertising solution. It's effective. It allows for maximum exposure to a targeted audience who are inherently ingratiated toward your product and/or service. And the bottom line is that it really does work! Most importantly, it helps us all increase sales and ultimately, make more money.

For advertisers, of course you pay for your ads (but an extremely low fee) but the benefit of increasing visibility and gaining new customers from those ads far outweighs the minimal cost. Afterall, that is the very purpose of your advertising in the first place, isn't it? So take advantage of this extremely cost-effective advertising outlet and let Google AdSense help you along your journey to growing your business and your revenue stream!

How Much Will I Earn?

Of course the most pressing question that comes to mind when considering using Google AdSense is *"How much money will I earn?"* Well, according to Google, *"There's no precise answer, because your earnings will depend on a number of factors."*

Factor #1: The type of ads on your pages.

AdSense allows you to *"display ads that are paid when users click them or when users view them."* Advertisers (through Google) participate and compete in an auction and the *"[Google] system automatically selects [the ads that] will generate the most revenue for you..."*

Factor #2: The pricing of ads on your pages.

Googles says it best, *"Not all ads are priced the same, so factors such as changing advertiser budgets, your specific content, and the ads your users choose to click will cause your earnings to vary even from day to day."*

Factor #3: How many AdSense products you use.

AdSense is more than just ads. You can earn money by choosing to display ads on your website, provide search functions generated by AdSense to your users, display ads in feeds and much, much more.

The only sure fire way to find out how much profit you will generate by using Google AdSense is to actually sign up for an account and put it to work. As we have said before, it is absolutely free, so why not try it?

The bottom line is that Google AdSense will give you a better chance at earning revenue through advertising than traditional ways of doing so, like drumming up advertisers yourself.

Imagine working in your spare time, doing something you love and getting paid for it. You can do all this from home from the comfort of your computer. Just 10 years ago, this wouldn't have been possible. But today it is. It's as easy as it sounds. You can do everything described above by creating a website and selling advertising through Google AdSense.

How Does Google AdSense Work?

Google AdSense is a program that allows you to easily put advertising on your website and get paid for it. You don't need to negotiate with vendors, you don't need to write any complex code, you don't even need to create banner ads or write any advertisements.

Here's how it works:

Someone comes to your website, on which you've put your Google AdSense advertisement. Google looks at your website and decides what kind of ads to serve. It basically "reads" your website, looks through their list of advertiser and picks out several that they believe would interest your visitor.

Your visitor comes to your website, browses your site and sees that ad. If they click on that ad, then Google gets paid by that advertiser for the click. They then collect a small commission and give you the rest of the money.

It's a win / win / win for everyone because the visitor gets to see another site they're interested in, Google gets paid, the advertiser gets targeted traffic and you get fast, easy cash in your bank account!

It's Easy!

There's a lot of stigma around working from home. Society has instilled the belief that it's hard, that only a select handful of people can make money from home. That setting your own hours and being your own boss is the platinum dream to strive for, that few can actually achieve in reality.

It's just not true! Working from home and making money from home can be a piece of cake – Especially with a tool like Google AdSense!

It's Fast!

The moment you start getting traffic to your website is the moment you start getting paid. Most people don't realize how easy it really is to start getting traffic to a website.

Once visitors start trickling in, you'll quickly make your first dollar. After your first dollar online, you'll make your first ten, then your first hundred, and in not too much time you'll have your first thousand.

What's great about Google AdSense is that you start seeing progress immediately. Sure, you might start out making only a dollar, but it's great to see that what you're doing is *working already*.

Compare this to other online business models. For example, if you were selling ergonomic chairs online, you'd first have to stock merchandise, setup a merchant account and billing system, do your advertising – Then wait and wait and wait until someone is willing to make a \$600 purchase.

Not so with AdSense – The moment *anyone* just *clicks* on a link, you get paid right then and there. Since you don't have to wait until someone pulls out their credit card (which is a much higher commitment on their part) you'll start getting paid almost immediately.

Work As Much or As Little As You Want



Want to get paid more?
Then work more. Want
to just have a fun,
profitable project on the
side? Then work less!

What's great about
AdSense is that there's
no obligation
whatsoever. It's not like

having an employer that's asking you to get a certain amount of clicks per month – It's entirely up to your own personal discretion how much or how little you want to make, how much or how little you want to work.

You set your own hours, your own dates, and your own vacations. Of course, the more you work the more you'll make. The amount of work you want to do is completely up to you.

The Money is More or Less Passive

The money you make is more or less passive income – Meaning that once you put the work in, you'll get paid whether you do more work or not.

It's not 100% passive – If you have your website making \$1,000 a month, that amount will gradually go down over the course of a year or two if you don't put any new content up.

But could you take a 3 month vacation to France while continuing to get paid and not putting any work in? Absolutely! In fact, you could easily take a 3 month vacation without taking a hit on your income.

Could you build a business, get a day job and effectively be getting paid double – While putting just a couple of hours a week into maintaining your income? Of course!

The income you'll make from AdSense is about 90% passive. You can leave it for a period of months and you could do almost no work on it and it will keep coming in. It takes just a little bit of work to maintain it at its current level or just a bit more work than that to have it continue to increase.

You Can Do Something You Love – And Get Paid for It

What are your passions or hobbies? If you could get paid for anything, what would it be?

One thing about AdSense is that you can make money promoting just about any kind of website. If your passion is fly fishing, you could easily create a fly fishing website, put AdSense on it and get paid for it.

If your passion is health, you can get paid for that as well. Even if it's something obscure – Like how to raise a Rottweiler, you can get paid for that too.

Just about any topic you're interested in, that others might be interested in as well, you can make money from through Google AdSense. In other words, you can make passive income from your own home doing what you love to do. *Any topic* that you're passionate about, you can make money from.

Easy Learning Curve

Unlike many other internet businesses, Google AdSense has a very easy to follow learning curve.

A typical business's learning curve could take you up to 6 months – Maybe even longer before you make any money. You have to learn how to sell, how to write marketing copy, how to collect money, how to get traffic, how to merchandise, how to manage, etc.

Fortunately, you won't have to go through such a steep learning curve. With Google AdSense, you can start making money within your very first week.

The learning curve is very easy. Learning how to install Google's code takes about 30 minutes. Getting traffic and getting paid might take you a week to learn. Apart from that, there's very few skills you need to learn.

Then you're off towards making however much you want to make!

This is a ZERO Startup Cost Business!

Most other internet businesses have huge startup costs. A typical internet business would cost \$1,000+ to startup - sometimes as much as \$10,000 and up. Initial merchandise, merchant accounts, shopping carts, etc all cost a fair amount of money to get started with.

With AdSense, your startup cost is quite literally zero. Web hosting and a domain name do cost money – About \$10 each – But even those are optional if you choose to host your sites on a Blogger or Wordpress site.

For under \$50, you can start making money online today. In no other time in history has this been possible. There's literally no reason not to get started today.

Rinse and Repeat

There's no limit to how many times you can rise and repeat the AdSense profit formula. Unlike, say, a chair business where you'd be starting competition with yourself, with Google AdSense you can literally start as many different websites as you want.

If you've started a successful Fly Fishing website making \$500 a month, you could just as easily start a website about internet marketing and make another \$500 a month.

However many times you choose to rinse and repeat is at your own discretion.

How You Get Paid

Google sends you a check once a month with the total amount of money you've earned from Google AdSense.

If you've been making \$10 a day, at the end of the month Google will send you a check for \$300.



You don't need to fill out tax forms until you've made a certain amount of money. There's no payment processing system you need to setup. Getting paid is fast, easy and intuitive.

You Can Get Started Now

With many businesses, you have to wait weeks or months before you can start earning your first dollars:

First, you have to incorporate, which could take up to a month. Then you need to get your merchant accounts and payment processors online, which could take another 2-4 weeks. Then you need to get

your products ready, which could take weeks. The wait times pile up on and on while you're shelling money out of your own pocket to cover expenses.

With Google AdSense, there's no such wait times. All you need to do is start your website now and start getting some traffic.

The moment you start getting traffic is the moment you start getting paid. This could take as little as one week before you start seeing money come into your bank account!

Where to Go From Here

Now you know how easy, fast, cheap and profitable AdSense is. As I've mentioned, the learning curve is low – But there *is* a learning curve.

The first step is to make a decision now that you're going to make this happen for yourself. It's unfortunate that *so many people* get started on the path of making money from home only to never take action.

Don't let that happen with you.

You *can* make money from home. It isn't' difficult, but you do have to make a commitment. Follow through.

Once you've made the decision, the next step is to educate yourself on the technical how-to's of starting a Google AdSense website that makes money.

Specifically, you need to learn:

1. How to choose a profitable niche.
2. How to build a simple website.
3. How to create content that's compelling.
4. How to install the Google AdSense ads.
5. How to get people to click on your AdSense ads.
6. How to get traffic to your website.

Once you've learned these 6 things – Which take literally about a week to learn – Then you're ready to start making money from AdSense. Once you've had your first profitable website, it's as easy and rinsing and repeating!

In this report, you've learned the basics of what Google AdSense is, how it works and why it's both easier and faster than many other business models. Now it's take to take the next steps and educate yourself further – And then take action on actually making money on the internet.