

PPC FOR NUMPTIES

Affi Liate

Eyes Are Like Parachutes - They Only Function When They Are Open...

To go from Numpty to success
you need to provide customer “heaven” ...
one product at a time.

Warning! This Killer Article is written with beginner numpties in mind. If you are **not** a numpty, rather some semi successful half-wit spying for ideas, that’s fine. I have no problem with that. In fact if you fall in to this category, drop me a mail and let’s help the Numpties together.

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Dear Numpty,

First things first, as ever. Congratulations on demonstrating the total “no brainer” and requesting this free info.

Before we move on I would like to draw your attention to the © note at the foot of each page. If some Nancy Boy asks you for a copy do the honest thing and tell them to go fu*k themselves. Point out they can redeem themselves simply by requesting it for free following the process laid out on my blog.

I want to be >>CLEAR<< these free articles and my blog are here to help Numpty Beginners just like you. Like my own first internet marketing hero, The Rich Jerk, I want to help numpties like YOU.

Whether you believe it or not (I don’t give a fu*k either way) RJ gets more satisfaction from hearing that one of his “students” made it successful, than he does from making \$1,000,000 in a day from some product launch. Making money is not a challenge when you know how. Helping a numpty is far more challenging. My view is the same as RJ’s.

Below is a rather disappointing day I had with one of my Amazon accounts in November 2007.

I want to start with an example of a **bad day’s** commissions to bring me down to your numpty level. This way we should better understand each other. The fact I made £9k that day elsewhere can wait for later..

Earnings Report Totals Glossary			
November 6, 2007 to November 6, 2007			
	Items Dispatched	Revenue	Earnings
Total Amazon.co.uk Items Dispatched	501	GBP 80,387.38	GBP 3,215.71
Total Third Party Items Dispatched	162	GBP 15,784.90	GBP 630.40
Total Items Dispatched	663	GBP 96,172.28	GBP 3,846.11
Total Items Returned	-7	-GBP 844.12	-GBP 33.76
Total Refunds	-9	-GBP 1,078.22	-GBP 43.29
TOTAL REFERRAL FEES	647	GBP 94,249.94	GBP 3,769.06

Remember? In the “sign up” numpty welcome e mail I sent you. I mentioned a section of my free articles called GENERAL SH*T YOU NEED TO KNOW. Well it starts here.

1. Niche & Price Comparison Is Where The Money Is At.

1.1 Niche:

Look in a dictionary.

1.2 Price Comparison:

CRITICAL. Now don't be put off by this. I am NOT talking a huge data-feed site. No. Quite the opposite.

If you are going to try and stop being a Numpty and implement the techniques I advocate. It is critical that you understand the importance of **what I mean** by “price comparison.” I'll come to this in a moment.

Before I do. Shortly I will be advocating some genius PPC stuff which is perfect for numpty beginners. I am also going to fu*king blow you away with my SEO strategies very soon. What you need to understand is this:

Don't be afraid to try something new. If what I am telling you to do is something you hadn't considered before, **don't** be a Nancy Boy and just stick to what you're doing. Change.

You applied for this free info because you are a Numpty **beginner** but you have shown a will to succeed. If you are not a Numpty beginner you are just spying on what I'm up to. Nothing wrong with that. In fact you've surprised me Nancy Boy – well done.

Option 1. Stick to what you're doing (being a Numpty) and spend 3 years flogging your bollocks off and reading forums before you finally give up and get a job at Nat West.

Option 2. Start to apply what I tell you. If you are already semi-free from numptyness then apply my stuff to what you are *already doing*.

Numpty note: This will **not** happen over night. But if you do what I say when I say it, you will start to see real results very quickly.

2. Price Comparison Affi Style

If you are selling ANY product that is available at more than one supplier **you must** feature the prices at **all** suppliers, even the ones that are *out of stock*. This is important, I may tell you why later.

2.1 Direct Linking is For Girls

Let's say you are using my **minimum (or low) bid PPC** method (covered shortly) and you are promoting Xbox. You are an even bigger numpty than I ever imagined if you are featuring the price at only **one** supplier, or worse still, *direct linking* to a merchant.

Direct linking to a merchant is the **most stupid thing** I ever heard of. It is so fuc*ing numpty stupid I despair when I see it.

Paying for PPC, say, for Xbox, Bratz Toys, PS3, Transformer Toys, Wii, Iggle Fuc*kin Piggie, Mobile Phones, whatever and landing on **your own** website featuring either an A Store (Amazon Store) or your own hand crafted site with just one price. IS FUC*ING STUPID.

2.2 Customer Choice - Price Comparison

People **must be given choice** in order for you to be successful. **Choice is King.**

So if you build your own sites you **must** compare prices – give choice. Even if you start by doing it like this, it's a start:

[Dixons £129.99](#) [Currys £129.95](#) [Amazon £139.99](#) [John Lewis £145.00](#) [Tesco Direct No Stock](#)

Numpty Note: With this method **always** ensure your affiliate links open in a *new window*.

Sticking with the current Xmas theme... Think about it using this random example:

Your PPC product: Bratz Karaoke Machine

Price: +/- £70

E.g. PPC Cost: 7p

Av. Commission p/sale: £2.50

Numpty Note: I'm not going to cover "keywords" comprehensively here, I've got something *hot* lined up for dinner, so I'll cover keywords in depth some other time.

If you go about this right and land the visitor on a "well geared up" page, you cannot fail to make money. Read on...

Let's say you have your own Amazon A Store, or your own site, or worse still, you are *direct linking* to Woolworths. No, no, no, no, fuc*in no!..

2.3 Template Landing Pages

Spend 1 hour (maximum, it would take me 20 minutes) to create a landing page.

Hold on Affi. Take a step back...

Get, or create an easy to replicate **template landing page**. You should be able to quickly use this over and over again for any product. Ideally use a generic domain name e.g. compare-prices-fast.co.uk.

For your Twatz Karaoke Machine: compare-prices-fast.co.uk/bratz-karaoke-machine.html

The full domain is important! Look how Amazon do urls:


<http://www.amazon.co.uk/Bratz-Big-Babyz-Superheros-Cloe/dp/B000QF6300/>

(They didn't have the Karaoke Machine and I'm fu*ked if I'm gonna change what I've already started to suit you).

On this landing page feature the price (or an out-of-stock option) at **every supplier** of the Bratz Karaoke Machine....

Fu*k it, give me 3 minutes I'll do you a numpty picture... Right...

Bratz Karaoke Machine



UK Prices & Stock	
Woolworths £69.00	Asda No Stock
John Lewis £75.00	Mail Order Ex No Stock
Amazon £79.00	Hamleys No Stock
Toys R Us £79.00	Littlewoods No Stock
Tesco Direct £79.99	Etc. Etc.

Become a popstar with this Bratz Karaoke Machine. Sing your favourite songs from CDs or CDG disks and enjoy the built-in LED disco lights whilst you sing.
Blah, Blah more Numpty text here...

Numpty Note: These diagrams are CRUDE! They are only used to convey the “concept”. I will cover the importance of “layout” and “design” some other time if I can be bothered.

2.4 Why Price Comparison Is King

Let's say someone has searched for “Bratz Karaoke Machine” – they click your Google Ad and land on this page. Fu*k me. If you can't see what I'm getting at I give up.

You have got a customer looking for **exactly the product** you are featuring and because you have been shrewd the customer **does not** need to leave your page. They can even see the fu*kin prices at the local corner shop.

Here's what would happen if the same customer landed on **Amazon**. Same product, similar page. They have got ONE price. OK, the odd customer may buy, but I'll tell you now, most of them are gonna hit the “back button” to Google and look again *knowing* that the Amazon price is £79. Let's say they then hit John Lewis at £75, they do the same hit “back”. Then they land on your page. Bin-fu*kin-go!

They don't need to go anywhere else. They may click “Asda” (out of stock) and because you have linked to Asda's page for Bratz Karaoke Machine; showing o/s, they now trust your site. The prices/stock situation is accurate. Trust me Numpty, there is no better way of doing this!

By using merchant deeplinks on the Networks such as Affiliate Window etc you can deeplink to almost anything. Even deeplink to pages that show as out of stock. This way the customer can see for them selves.

Imagine (hypothetically) if you went to Amazon, found the exact product you were looking for and Amazon listed **all** the prices at **all the suppliers** (their competitors) just like in the Numpty image above. It would be customer HEAVEN. All **you** are doing is offering the customer this “heaven” one product at a time. You just “build” just like in that great song.

As your product landing pages grow in number you can build the main site in line. Feature each product on the homepage. For this reason you may want to keep focussed in a specific niche like do compare-iggle-piggle.co.uk do the main 10 products then move on to another product cluster.

Affi Note: Iggle Fu*kin Piggle, wtf. Trust me though, this method works. In fact one of my stronger campaigns sold 38 of one product so far today and made £243.79 as follows:

+ Create a new campaign: keyword-targeted placement-targeted ?						
Current Budget ?	Clicks	Impr.	CTR	Avg. CPC	Cost ▼	
£50.00 / day	228	2,431	9.37%	£0.02	£4.76	
(Sales) ●	Pending total for this page			£10,032.63	£243.79	38

2.5 Price Comparison Method – Summary.

So in a nutshell:

- [1] Make sure you have a template (for speed).
- [2] Ensure you pick products that are in demand. (***HOT*** article coming soon)
- [3] Don't spend more than 40 minutes on the landing page.
- [4] Ensure you feature all the supplier names the customer may be a ware of. If you miss off one major supplier from your page, say, John Lewis, the customer, sods law, will leave your page to go look for fu*kin John Lewis.
- [5] Make sure you deeplink to the product at your featured suppliers.
- [6] Start PPC (I'm coming to this shortly below).

Numpty Note: If you need any help with anything, e.g. [how to deeplink](#), drop me a mail. If it's your lucky day one of the affi-team may reply. affiliate@bethere.co.uk

3. Using Price Comparison With Minimum Cost Per Click

Right numpty. If you've grasped the comparison bit let's think about starting some PPC on Google Adwords.

Xbox Console



The Xbox 360 is Microsoft's successor to the Xbox console, and is the first next generation games console to hit the market. It has three powerful core processors...
Blah, Blah more Numpty text here...

UK Prices & Stock

Amazon £229.00	Dixons £289
John Lewis £239.99	Play.com £249
Woolworths £239.99	Currys No Stock
Game £279.00	PC World No Stock
Tesco Direct £279.99	Etc. Etc.

3.1 Xbox Sales At 2p Per Click

I'm gonna use Xbox as an example because this was one of the first products I struck gold with.

At the time I was broke and a numpty like you. Here's what I did. I created a landing page like that above.

The No. 1 spot for "Xbox Console" was about 45p PC and dominated by Amazon, Dixons, some big affiliates (who were mainly direct linking to suppliers, numpties) etc.

I went in at 2p PC (TWO fu*kin pence). I was making 5 to 9 sales per day at a cost of about 90p. I was appearing on page 3 or 4 of Google. Now I'm not by any means guaranteeing you will get 2p per click, but try it (I just did and did). You may need to go 3p, 4p, 6p – but go *minimum* and try *different big volume products*.

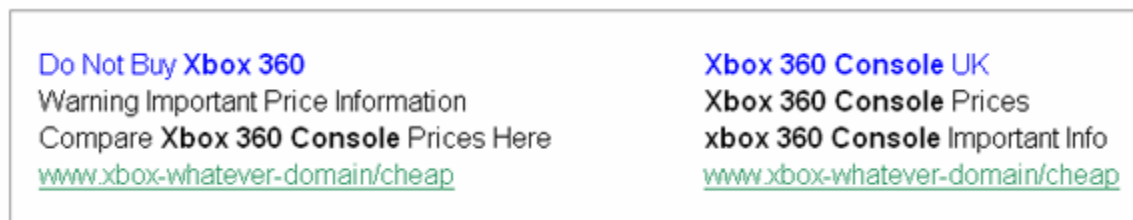
How can this be Affi?

The important thing here is that the price is over £100. Anything over £100 and people will shop around much more. By the time they reach your ad on page 3 – they have a “price picture” and are **ready to buy**.

So what was happening? The people searching on Google would Google “xbox 360 consoles” and click “Dixons”. They make a note (maybe mental) that it’s £289. They look again... Play.com £249, they do this a few times and before you know it a small % of them 10% lets say, are on page 3 Google.

3.2 Killer Ad Copy

Now here’s where your Ad copy comes in!



*Please note Numpty. These are straight off-the-cuff examples. If I took more than 10 seconds knocking ‘em together, they’d probably be better.

Ad copy has got to be >> **Killer** << Firstly the “Do Not Buy” trick is something I picked up in The Rich Jerk e book.

Originally I was going to take Nancy Boy advice off the forum and spend 2 hours a day for a week learning sh*t like that. In the end I spent \$49 (£25) on The RJ program and learned it in 20 minutes. It is so effective at boosting CTR (click through rate) it should not be underestimated.

The second Ad copy on the right employs the “keyword on each line down the LEFT side” trick. So when someone searches for “Xbox 360 Console” Google **bolds** your keywords down the left side and the ad stands out twice as much as the others.

There are sh*t loads of other effective tricks like this. If I can be arsed I’ll stick them on the blog.

4. Why Google Quality Score Is Critical

Numpty or Nancy Boy. If you are a Nancy Boy and reading this because someone gave you a free copy, you are going to get squashed if I find out. For the record I have already destroyed one so called “forum big wig” who blatantly did this. What was he trying to achieve? Anyway. Google QS and the total load of sh*t referred to as the “Google Slap” next...

4.1 Google Slap & Nancy Boys

The Google Slap is a load of Nancy Boy Cra*p. The fact they *so much as mention it* only supports my point that they don't know what the fu*k they are talking about.

4.2 Text, Text, Text And More Text

If you are going to bid on the keyword “xbox 360 console” and aim to get the clicks at 2 or 3p, you must load the page with sh*t loads of text and include each keyword at least 10 times.

Where do you get the text from quickly? Ok, I now have a copywriter who rattles me out the required sh*t for around £5 per page.

If you are broke you can do the “grey hat” method that I know many big affiliates use. This involves copying (legitimately) all the text from Amazon (normally) because Amazon always use the text from the manufacturer which is available for anyone wishing to promote the products. Be sure when you do this it is not copy righted.

Then they may do a search for xbox on a free resource, such as Wikipedia, and quickly do a re-write of all the text from there.

Now a really smart thing to do here to really get the CPC down to rock bottom is to create what I call a landing-page “info page”. This is in effect a second page you create using your template that contains more info about the product and more instances of your keyword.

Now let's say you do this and have 2 pages for this project/campaign.

4.3 Landing Page & Info Page

[1] The Landing Page / Price Comparison.

xbox-whatever-domain.co.uk/xbox-360-console.html

This is where you feature your prices as in the xbox image above.

[2] The Info Page.

xbox-whatever-domain.co.uk/xbox-360-console-information.html

This page basically gives more details about the xbox 360 console and tells Google that you are serious about this product. You cannot fail to get a perfect QS. You must create 2 [text links](#) from the Landing page to the info page.

The following numpty picture shows a perfect affi-style landing page (from below prices). All this text is purely to ensure we have a perfect QS. We don't give 2 fu*ks [1] that "too much text spoils our page" or [2] if the visitor is even going to fu*kin read it or not. It is there for 1 reason. To obliterate the Google-slap myth.

Xbox 360 Consoles Availabe at UK Outlets

Sed ut perspiciatis xbox 360 consoles natus error sit voluptatem acc laudantium, totam rem aperiam, [xbox 360 consoles](#) eaque ipsa quae ab architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos voluptatem sequi nesciunt. [xbox 360 consoles](#) est, qui dolorem ipsum qui sit amet, consectetur, adipisci velit, sed quia non numquam eius modi te ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad min quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis [xbox 360 consoles](#) reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum [xbox 360 consoles](#) quo voluptas nulla pariatur.



Xbox 360 Consoles Manufacturers Description

Sed ut perspiciatis xbox 360 consoles natus error sit voluptatem accusantium doloe laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore [xbox 360 consoles](#) architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. [xbox 360 consoles](#) est, qui dolorem nisi ut aliquid ex ea commodi consequatur? Quis [xbox 360 consoles](#) reprehenderit qui in ea voluptate velit [xbox 360 consoles](#) esse quam nihil molestiae consequatur, vel illum quo voluptas nulla pariatur. More Numpty text below. The more the merrier...

Remember, the section above (numpty image) sits underneath the price comparison part on your landing page.

Xbox 360 Consoles Available at UK Outlets - This is your H1 tag.

Xbox 360 Consoles Manufacturers Description - This is your H2 tag.

Xbox 360 consoles - These are occurrences using tags.

[Xbox 360 consoles](#) - These are text links to your “info page”.

Xbox 360 consoles - This roughly demonstrates the density of the main keyword on the page.

Your Page Title and Meta info should reflect the keyword objectives.

Again: this text sits below your *price comparison section* which itself is the first thing your page visitors will see. All we are bothered about is the visitor clicking your supplier affiliate links. With this in mind ensure the prices/links are the most prominent thing on the page. The CALL TO ACTION or the **Killing Zone**. (More on the killing zone soon).

4.4 keywords In Ad Copy and [These]

Numpty, 2 things about your Google ad’s.

[1] With this (high volume search) method you don’t need bucket loads of keywords; I generally never have more than 10 with the average being 5. Just go for the very obvious ones:

[xbox 360 console]
 [xbox 360 console bundle]
 [xbox 360 premium console] etc.

Unless you are a PPC expert using state-of-the-art keyword software (like my sick PPC team) only use exact match to begin i.e. wrap your keywords so: [keyword]

[2] In order to attain maximum QS also ensure each ad campaign includes your main keywords (see section 3.2) in your ad copy whenever possible.

The more I write about this sh*t the more I realize that my goal of helping you is going to be fuc*in difficult. I'll knock together a detailed article on "keywords" in the very near future.

5. PPC Campaign Duration

Let This (e.g. xbox) Campaign Run For As Long As You Can.

What will happen here, and I'm not going to bore you with lots of "what if" sales and click permutations, is that you will get sales from peanuts. If you don't you have either not understood me, or you are promoting rocking-horse sh*t.

It may not be mega sales but you will get sales. More importantly you are *learning*. On top of that every now and then you may land on an absolute belter. A product that converts like crazy for peanuts.

Let these campaigns run, build as many as you can and bid minimum cost PC. You may, if conversions start to go better than average and you grow in confidence, start to up the clicks slightly. To be honest I wouldn't recommend that unless you are feeling Cavalier.

Eventually Google, the criminal that it is, may start to pause some of your keywords. This IS NOT the mythical Google slap. It is Google being a big fat greedy corporation. As each keyword succumbs to this greed either (a) up it by the minimum (if this is acceptable) or (b) stop it and move on. Period.

6. Numpty Summary

Right Numpty, the examples above are the most basic of tips. They are by no means comprehensive. I am trying to give you an idea of the methods I use which, even on a bad day such as the black £3.7k Amazon day in the intro, still line my offshore account with other people's cash.

As a Numpty you have got to realize that this takes time. You have got to *learn*. It may be that some other geezers methods are way better than mine (I

doubt it) but until the day when they share it with you for free, or you learn about it in some e book, try these killer methods.

You have got to look at the “minimum bid CPC” strategy I mentioned and let it run. Don’t be despondent if you don’t suddenly sell 20 a day. Be patient and think about repeating the process as quickly and as often as you can.

When you read through my mega traffic for free strategy from SEO you will begin to see how the PPC methods and the free SEO stuff compliment each other hand-in-hand.

IMPORTANT:

[1] You must NOT underestimate the power of a price comparison page for an individual medium/high volume product. Minimum-bid PPC WILL convert and you can grow in line with profit.

[2] To do this successfully you need a solid base – some form of website template. Don’t use any old sh*t. If you have something in mind ask the Nancy Boys on a forum to look at the quality of the code. That’s at least something some of them have half a clue about. You need to be able to build pages as quickly as possible.

[3] The design and quality of your landing pages needs to be nothing short of bad-ass perfection. I’m not talking paying some expensive numpty marketing expert designers. I’m talking a SIMPLE bad-ass customer credit-card-magnet. “A Killing Zone”. In fact, fu*k it, I’m gonna dedicate a ****bonus**** free article to this and explain how you use subliminal **>>FEAR<<** to get visitors to BUY through YOUR links rather than “the next guy”.

As you start to see results you will be able to consider investing some of the profits into better tools, e.g. template software, whatever. I personally now have laser-guided software that allows me to build sites in minutes. The sh*t we are developing right now will allow us to build them in seconds in the very near future. How? That’s my fu*kin business.

Now, in a couple of hours I've got a date with some Swedish porn actress called Annika with whopping breast implants so I'll wind up the summary.

In fact fu*k the summary. You've had enough of my spare time for the 30 minutes it took me to knock this together. So go fu*kin make some money...

Look out for my mind-blowing free SEO methods if you haven't already got them.

Kerching!

Affi