


The  
**PPCBully**  ©

# Blueprint

How To Launch A Profitable  
Campaign In 60 Minutes!

*or less*

## Dear Fellow Affiliate Marketer,

My name is Emil Paz and I'm the co-founder of PPC Bully. Since you're reading this report, you probably heard my story. But just in case you don't - here is it in a nutshell...

## It all started with a failure...

The first thing you need to know about me is that I'm not a copywriter, not an expert marketer, nor am I an Internet expert. In fact, until not that long ago I used to be a (drum roll please...) manufacturing engineer and the operations finance manager in INTEL Corp.



I had a great job, a six-figure income, and yet... something was missing! The 9-5 life style (it was more like 8am-8pm) wasn't good enough for me... So, I decided to change my life and escape the rat race.

Like you, I started looking for ways to make money online and I've stumbled upon Pay Per Click. Since it looked like a great way to earn some quick cash, I decided to jump in and start with it.

### ***Boy was I wrong...***

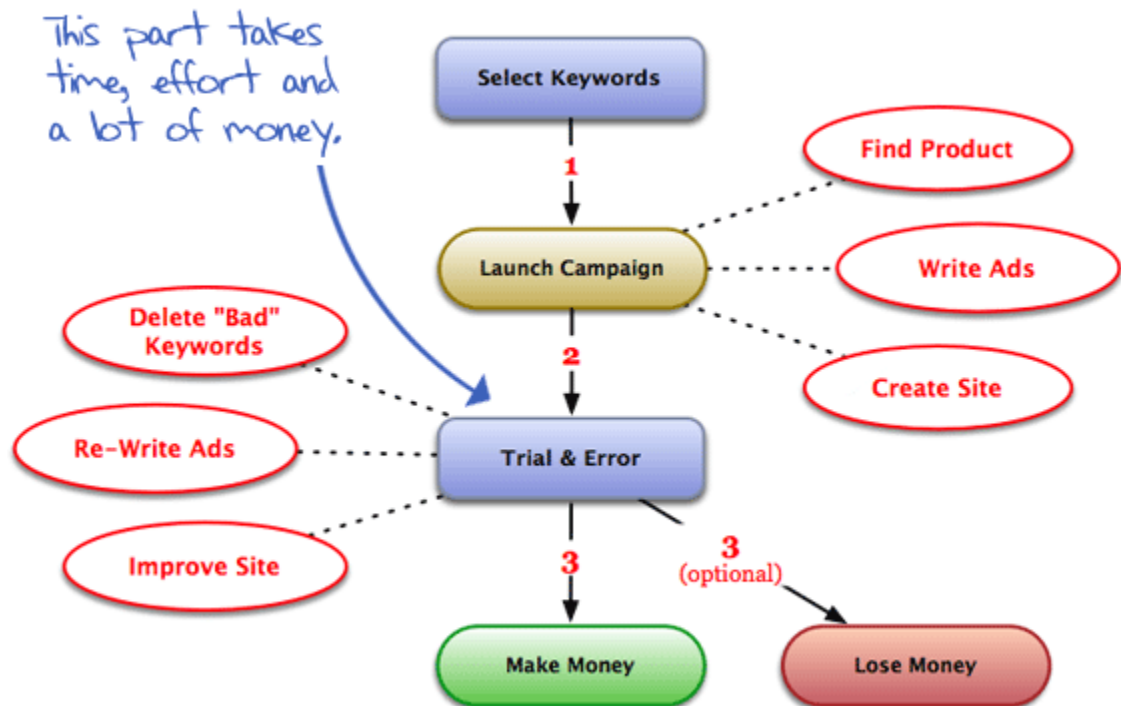
I didn't know anything about PPC! I learned and bought tons of ebooks and even signed up for some coaching plans (luckily I had enough money), but like too many affiliate marketing newbies, I lost a lot of money (about \$10,000) in all my trials!

You see... There were (and still are) too many *experienced advertisers* out there that are willing to pay top dollar per click. That makes it increasingly difficult for newbies to play (let alone win) the game.

### ***However, the tables were seriously turned with PPC Bully...***

PPC Bully changed my (and my friends') life! Instead of having to launch 50 campaigns in order to have a successful one (we had a 5% success rate on a good day) - we now have a 95% success rate on each new PPC Campaign we launch!

Before we continue, let's look at the life of a "typical" campaign:



See that "Trial and Error" phase? That's where you can go *bankrupt* (I almost did).

But what if I shorten this part - or better yet, get rid of it all together? That will allow me to play in the playground alongside with those "experienced advertisers" I mentioned earlier - and beat them at their own game!

I had an idea... a *dead simple* idea... and it worked: *I'll simply copy what they do!*

Brilliant, isn't it? :)

All it took was to build a list of keywords, perform a daily search using those keywords, and write down the ads that are showing for those keywords. After a week or so - I would check to see which ads are always showing, and I'll start my campaign using those keywords and ads (with some minor changes).

Here's how this "system" works:



Pretty neat, don't you think?

## But there's a problem... (there always is)

The only problem with my "system" was that it took me a loooong time to launch a campaign, not to mention its a lot of work if you have hundreds or thousands of keywords.

Luckily, we created PPC Bully... which does everything on auto-pilot.

PPC Bully allows me to automatically find the best combinations of keywords, ads and landing pages that the best PPC affiliate marketers are doing out there! I simply use the experience of others and start with a very good starting point... period!

Finally!..... I was making money with PPC. In fact, I now make much more money than I ever imagined was possible. **PPC Affiliate Marketing rocks!**

What follows is the exact blueprint I'm using today to create and launch profitable campaigns 95% of the time...

## The PPC Bully Blueprint

As I mentioned, my “blueprint” is very simple - yet extremely effective (and profitable). Here it is in a nutshell:

### 1. Choose Niche/Product

1. With a PROVEN record of sales!
2. It is allowed for affiliates to use PPC

### 2. Grab the Profitable combinations of keywords, ads and landing pages using PPC Bully:

3. Search per Domain Name
4. Search Per Merchant/Affiliate ID
5. Search per Seed Keyword

### 3. Create your PPC campaign base on step 2

6. Use conversion tracking, ALWAYS!
7. Start with direct linking BUT always push to have a landing page in the end....it's much better!

### 4. Track Your Performance and Optimize

8. Remove non converting keywords and ads!
9. Optimize site and expand your campaign

### 5. Do it again for new Product / Niche!

Let's dig in a little deeper...

## 1. Choose a Product

Choosing a product is the *most important part* of a pay per click affiliate marketing campaign. There are so many (too many?) affiliate products available that it is difficult to determine which ones are profitable and which ones are not.

The best approach here - and I cannot stress this enough - is to ***promote a product that has a proven record of sales!***

When you promote a product with a proven track record of sales - you promote a product that a) has a market and, b) the sales' funnel is working! (just remember to check that the merchant allows the use of PPC as a promotional method).

Simply ask the merchant for some sales statistics. You'll be surprised how easy many of them will cooperate. You can also ask your affiliate manager to give you some statistics.

If you're promoting a Clickbank product, a good rule of thumb is to look for products with high gravity... The top 20 popular products in every category is GREAT, and any product with a gravity above 100 is also GREAT!

**1) New Sales Pitch Boosts Sales 30%! :: New Sources Of Traffic Revealed!** New Sources Of Traffic Revealed For First Time! :: Sales Boosted By 30%! :: Upsell Rate 50%! :: Read About It Here: [Http://FatLoss4Idiots.com/aff](http://FatLoss4Idiots.com/aff) :: Read About The \$21 Million Dollar CB Account :: [Http://FatLoss4Idiots.com/aff](http://FatLoss4Idiots.com/aff) :: Updated: Jan 1st, 2009.  
\$/sale: \$32.60 | Future \$: - | Total \$/sale: \$32.60 | %/sale: 75.0% | %refd: 89.0% | grav: 447.94  
[view pitch page](#) | [create HopLink](#)

*"Fat Loss 4 Idiots" is #1 in popularity and has a HIGH Gravity*

At this point, you may ask: "*But what about the competition?!*"

Well... That's the best thing about PPC Bully... it feeds off competition. The more competition there is for a particular product, the better :-)

Before we start study campaigns that are currently promoting the product you've chosen, you need to get its Domain name, Merchant Name/ID, and Seed keywords. These will serve as your starting point when you'll perform a search with PPC Bully.

## 2. Search in PPC Bully

Search in PPC Bully database and grab the profitable combinations of keywords, ads, and landing pages... they are out there.

👉 As of the time of writing this report PPC Bully has:

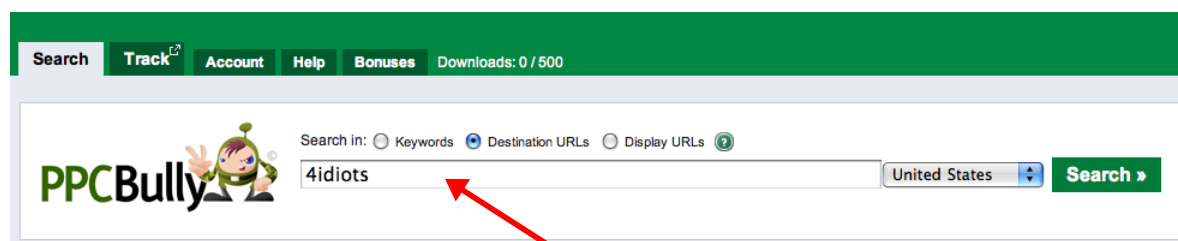
1. 2,172,937 high quality, targeted keywords
2. 101,283,723 unique ads
3. 6,122,456 direct-linking ads
4. 2,341,994 direct linking ads for CLICKBANK alone!

There are 5 different ways to perform your search on PPC Bully:

1. Search by Domain Name
2. Search by Merchant ID
3. Search by Affiliate ID
4. Search by Keywords
5. Search by Destination URL

### How to Use PPC Bully Search Capabilities

Now that you have completed Step #1, its time to use PPC Bully's powerful search capabilities to find keywords, landing pages, PPC ads for a specific affiliate network, affiliate ID, merchant ID, domain and more.



The screenshot shows the PPC Bully search interface. At the top, there are navigation links: Search, Track, Account, Help, Bonuses, and Downloads: 0 / 500. Below this is a search bar with the PPC Bully logo on the left. The search bar contains the text '4idiots'. To the right of the search bar, there are radio buttons for 'Keywords', 'Destination URLs', and 'Display URLs'. The 'Destination URLs' radio button is selected. To the right of the search bar, there is a dropdown menu for 'United States' and a 'Search »' button. A red arrow points to the search bar with the text 'Search for ads with "4idiots" in destination url'.

The **Keywords Search** allows you to search other keywords that derives from the seed keyword you enter. This helps you expand into more keywords...

It's like a keyword tool **BUT** with a lot more information, such as how many ads there are there per keyword and how many of the ads are profitable. In addition, you'll get the search volume so you can focus on keywords according to the traffic they can bring in, and you get the CPC as well.

The **Destination URL Search** lets you search for a specific phrase in the ad's destination URL. You can search for an affiliate network name, merchant ID, affiliate ID and more... Just imagine the possibilities!

What I like to do is to search for Conversion Tracking strings like as "tid=" of "sid=". This will pull out all the ads where the affiliate is using conversion tracking. Ask yourself WHY is this good... Mwoohaahaahaa!

Here's how the results screen looks like when a destination URL search is performed with the phrase "4idiots":

Ad Creative	PI ↓	Affiliate?	Keyword	Search Vol.	Avg. CPC	Position	First/Last Seen	Found/ Searched	Checks
<b>Fast Med</b> Sick of your body shape? Let us help now. <a href="http://fatloss4idiots.com">fatloss4idiots.com</a>	31	ClickBank	<a href="#">fast med</a>	2,900/mo	\$5.05	1.03 / 1	16 Apr, 12:54PM 16 May, 7:08PM	31/31days 64/67times	64
<b>WeightLoss4idiots @</b> Discover WeightLoss4idiots 10 0% Risk Free - Instant Access! <a href="http://www.FatLoss4idiots.com">www.FatLoss4idiots.com</a>	1	ClickBank	<a href="#">weightloss4idiot</a>	1,900/mo	\$1.25	1 / 1	16 Apr, 12:51PM 16 May, 6:56PM	31/31days 65/67times	65
<b>Exercise For Lean Body</b> Sick of your body shape? Let us help now. <a href="http://fatloss4idiots.com">fatloss4idiots.com</a>	31	ClickBank	<a href="#">exercise for lean body</a>	58/mo	\$0.05	4.26 / 4	16 Apr, 12:50PM 16 May, 6:57PM	31/31days 65/67times	65
<b>Diet for Idiots - 50% Off</b> Diet for Idiots -> 50% Discount Now Get Diet for Idiots Risk Free! <a href="http://FatLoss4idiots.com">FatLoss4idiots.com</a>	31	ClickBank	<a href="#">glycemic index for dummies</a>	46/mo	\$0.05	1.24 / 1	16 Apr, 12:49PM 16 May, 6:56PM	31/31days 66/67times	66
<b>Diet for Idiots - 50% Off</b> Diet for Idiots -> 50% Discount Now Get Diet for Idiots Risk Free! <a href="http://FatLoss4idiots.com">FatLoss4idiots.com</a>	31	ClickBank	<a href="#">diets for idiots</a>	58/mo	\$0.05	1 / 1	16 Apr, 12:49PM 16 May, 6:56PM	31/31days 67/67times	67
<b>Diet for Idiots - 50% Off</b> Diet for Idiots -> 50% Discount Now Get Diet for Idiots Risk Free! <a href="http://FatLoss4idiots.com">FatLoss4idiots.com</a>	31	ClickBank	<a href="#">atkins diet for dummies</a>	36/mo	\$0.05	1.02 / 1	16 Apr, 12:50PM 16 May, 6:57PM	31/31days 64/67times	64

Each ad shows with its best keyword, search volume, and avg. cpc

As you can see, the Display URL search is extremely powerful. Simply enter the domain name of the product you want to promote (4 idiots in this example), and see all other PPC campaigns that promote this product.

You can also find variations of the domain name so you can actually locate other landing pages as well.

## Find Winning Combinations

The next step is to filter the results according to PI (profitability indicator) and search volume. Make sure you only start with keywords/ads combination that have a PI that's high-enough for your niche (min 10), and a search volume higher than 2,000/month.

👉 **The PI algorithm is based on the following 3 principles:**

1. The more days we see an ad running, the more likely it's profitable.
2. The more times the ad is found by PPC Bully, the more likely its profitable.
3. The more time passed since PPC Bully last saw the ad, the less likely the ad is profitable (or was banned for some reasons and therefore deleted).

If an AD is found over a long period of time and the search volume is high enough - it means that the advertiser is spending lot of money on this ad/keyword combination. In that case, the only logical conclusion is that the advertiser is either making money from this combination, or he's a complete moron...

**Do not copy these ads you find word for word, but rather use them as a basis for your ads!**

By now you should have a list of keywords and ads that you **know** are good for your niche. Now it's time to create your PPC Campaign...

### 3. Create Your PPC Campaign

After you've gathered the information you need using PPC Bully, its time to start your campaign based on that information.

I'm not going to show you how to create a PPC campaign in AdWords, I assume you know this already (and anyway Google has a GREAT [learning center](#) for this). Instead I would like to give you some key points to focus on...

#### Keep it TIGHT!

Start with Phrase or Exact matches only. Use one keyword per ad group (as long as it has enough traffic per day - more than 50 clicks per day is good), if not, group few keywords from the same seed keywords.

Its hard work. I know. **Get over it!**

#### Direct Linking or Landing Page?

That's an easy question to answer... Just use the method that has proven to work using your previous research. **Duh?!**

You can start with direct linking campaigns BUT you'll almost always want to create a landing page at some point. It usually converts better AND you won't be forced to enter a bidding war with other advertisers (Google doesn't allow two ads with same display URL to be seen at any single point).

#### Do split testing, run 2 ads all the time

Schedule your ads to run on the exact hours and days you found using PPC Bully. Advertise in the SEARCH network only (no content - always separate between content and search campaigns).

Split test both your ads and your landing pages, and see what the best converting keywords are. **Every cent counts!**

Got your CPC from \$0.20 to \$0.18? That's a 10% savings right there! If you're spending \$200/day on AdWords you'll have \$20 more to spend... or 110 additional clicks/day. Even if you only have a 1% conversion rate, you'll have another sale each day!

## Write a Killer PPC Ad!

Write your ads based on the ads you've found with PPC Bully. Find out what ads are the most popular and successful for the affiliate product you are promoting and then copycat that success (add some tweaks of your own).

Without a good PPC Ad you can forget about generating any profits from your PPC campaign, regardless of how effective the landing page is or any other components.

## 4. Track Your Performance and Optimize!

Use a Conversion Tracking system! Use either Google Conversion Tracking if you can or 3<sup>rd</sup> party tools. Any system will be good as long as you'll use one! **Don't ever fly blind!**

Failing to test is like navigating the high seas without a compass. ***Test, Test, and Test Again!***

## 5. Rinse and Repeat

Yes! Once you start making money from your campaign its time to re-invest your earnings and start a new one.

Set yourself a routine where you launch a new campaign every week. Sure, you'll have winners and losers but keep on growing your biz. Using PPC Bully you can do this very easy without burning a whole in your pocket.

## A note from the author...

This blueprint has been just that—a blueprint. By following the outlined steps, you should be on the right path to making a long-term profitable business using PPC.

### *Using PPC Bully's AMAZING Capabilities Guarantees To Put You On The Road To Success.*

As a former struggling affiliate marketer, I know how hard it can be. It cost me a lot of money and hard work trying to find out what works and what doesn't. What's worse is that I had nothing to show for my efforts at the end of each day - until PPC Bully.

PPC Bully practically hands you the keys to profitable and successful affiliate marketing campaigns. There is absolutely NO guesswork! You know what is working before you even spend a single cent on clicks!

Visit the site for more information: <http://ppcbully.com/>.

Best regards,

*Emil Paz*

PPC Bully Team