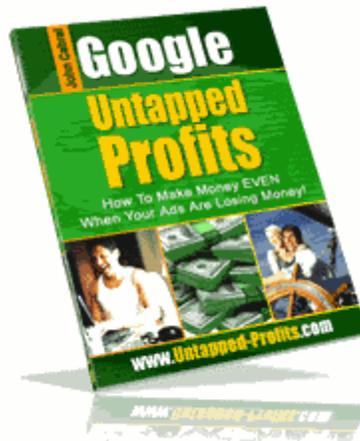# "Untapped Profits."

How To Make Money With Google Ads Even When Your Ads Are Losing Money. Turn your losing ads into a List-Building-Machine.

Legal Notice Stuff

Ok now for the stuff you hate to read. I have made every effort to accurately represent this product and its potential. No guarantee is made that the techniques discussed here will work for you, or make you money. No references are made as to how much money you will make or how many people will actually join your list.

Over time, some of the links in this E-Book may no longer work due to Internet changes, which occur on a daily basis. I cannot be help responsible for any site that may change and the results that may be caused by it.

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__Introductory__

Thank you for purchasing this E-Book on how you can make money with your Google ads even if your ads are not making you any money.

Hi, my name is John Cabral I am a single dad to a great 3-year-old boy. I am an accountant during the day, I am also the Webmaster of www.megabiznes.com and several other sites and I am what I like to consider a hobbyist programmer.

What thi1s means is that after working a full time job, playing daddy and mommy to my son I like to program and create software in Visual Basic.

You can checkout a bartending software program I did at http://megabiznes.com/drinks

I have been working online for over 7 years and have made some good what I call extra income but like most of you I have been trying to find that one idea, product or service that would allow me to work for myself and spend more time with my 3-year-old son.

I am not going to tell you that I am an online expert or guru and as much as I hate to say it, I am still learning the ropes. If you were expecting me to show you how to make 11 thousand dollars per month using some secret formula then you have bought the wrong E-Book and would suggest you stop reading and ask for your money back right now.

This E-Book is not going to promise that you will make 11 thousand dollars per month or even 1 thousand but it will show you some techniques that used properly can help you make money with your Google ads even if you are losing money that you may not have considered.

This E-Book is straight forward and you will not find any technical jargon or secret formulas here and I am not an eloquent writer, what I will try is to explain things in a straight forward way that I think you will understand. I call this my no B.S. approach.

Hopefully since you have bought my E-Book you are somewhat familiar with what Google Ads, better known as Google Ads or Google campaigns but if not that's ok as that's not a requirement and I will discuss this before we get started and you can also check my resource page at the end of the E-Book for some recommended reading.

After hearing about how others were making tons of money by placing these tiny ads called Google Ads I decided to try it. After all, I kept reading how I could make tons of money doing this. So I bought some of the top recommended E-Books on the subject, began reading each one, and began to put into action what they were suggesting.

My first step was to open up my Google Ads account and after that I would be on my way to retirement. I could finally relax and not have to worry about bills or anything else. After all if, others were doing it why not me.

Note: This is not an E-Book on how to open up a Google Adwords account or how to setup an Awords campaign but on how to make money from your ads even if they do not make you any money so it assumes you are familiar with Google Adwords. If you are not sure how to do this, I suggest checking the resource section at the end of the E-book for the E-books that I used.

I took what I learned from the E-Books I had purchased and put their techniques to use but all my ads just seemed to just lose money.

Now you might be saying that maybe the information was not any good or that maybe I did not follow their steps exactly but that was not the case. I cannot blame anyone for my results; after all, just because it worked for someone else does not guarantee it will work for you or me.

Even though my ads did not make any money, I did learn how to achieve clicks for my ads and keywords but none of my ads generated enough sales to justify me continuing with the ads. Most of my ads received top placement, meaning that they were showing in the top 8 spots.

There are about 8 ads per page. Yet, even with the clicks and top positions my sales were sparse.

Now it could be that the programs I had chosen to promote were just not that great but I was only promoting what I read was hot affiliate programs and there must have been interest enough to generate the clicks. Why else would they have clicked on my ads?

I am in no way trying to blame the authors or their information but the one thing I found lacking and continue to find lacking in most E-books that teach you how to make money online is that they never tell you how much they actually spent to make those mentioned amounts. Or tell you what kind of budget is needed.

Now what does that have to do with you making money? It has a lot to do with it as each of us have a spending budget and as with anything you need to Test, Test and more Testing. That takes money! In addition, everyone's budget is not the same. Maybe you have a budget of several 1000 dollars, several 100 dollars or just a $100.

Now who among us would not love to make 11 thousand dollars per month but just how much do you have to spend to make that. Moreover, is that gross or net profits? See for someone who is just starting out and has limited funds making that kind of money may very well be out of their grasp.

What do I mean by that statement? I mean that if it took you spending 3-5 thousand dollars to make those 11 thousand dollars per month, for some of us that is not a reality, as we simply do not have that kind of disposable money.

Even if you only spent, 1 thousand that still may be too much for some of us. I know it is for me.

How about you?

Does this mean that for those that do not have a lot of money that we should throw our hands up and QUIT?

<div align="center">NO and a resounding no…</div>

What it does mean is that for those of us who only have a limited budget for advertising we need to learn how to squeeze every bit from it that we can, especially when our ads do not make money.

So how can you capitalize on those losing ads, ads that are getting the clicks but no sales, well that is what I hope to accomplish with this E-Book so lets get started.

First lets take a look at some of my Ads ads and I will show you that even though these ads did not make me any money there exists an untapped opportunity to convert those ads into sales.

Let us get started showing you how to squeeze every bit from your ads even those that do not produce any sales.

All Campaigns

Show all but deleted campaigns ▾   Nov 25, 2004 to Jan 1, 2005

+ Create New Campaign

| Pause | Resume | Delete | Edit Settings |

Show statistics for:
⊙ all time
○ Nov ▾ 25 ▾ 2004 ▾ - Jan ▾ 1 ▾ 2005 ▾ [Go]

☐	Campaign Name	Current Status	Current Budget	Clicks ▾	Impr.	CTR	Avg. CPC	Cost	Conv. Rate	Cost/Conv.
☐	BuyAnythingWholesale	Paused	[$17.00 / day]	1,183	59,263	1.9%	$0.08	$91.87	88.40%	$0.09
☐	Campaign #10	Paused	[$5.00 / day]	335	81,078	0.4%	$0.05	$16.47	0.00%	$0.00
☐	Campaign #9	Paused	[$5.00 / day]	121	23,231	0.5%	$0.05	$5.83	0.00%	$0.00
☐	All Posters	Paused	[$10.00 / day]	106	23,574	0.4%	$0.06	$6.60	0.00%	$0.00
☐	Debt Campain	Paused	[$4.00 / day]	74	18,476	0.4%	$0.06	$4.64	0.00%	$0.00
☐	Mystery Shopping	Paused	[$5.00 / day]	34	5,669	0.5%	$0.05	$1.81	0.00%	$0.00
☐	Campaign #4	Paused	[$2.00 / day]	33	18,151	0.1%	$0.05	$1.76	0.00%	$0.00
☐	Selling On Ebay	Paused	[$4.00 / day]	11	3,779	0.2%	$0.10	$1.13	0.00%	$0.00
☐	Spyware	Paused	[$5.00 / day]	5	2,855	0.1%	$0.10	$0.50	0.00%	$0.00
	Total - 9 all but deleted campaigns	-	$0.00 / day active campaigns	1,902	236,076	0.8%	$0.07	$130.61	54.98%	$0.12
	Total - all 10 campaigns	-	$0.00 / day active campaigns	1,906	236,449	0.8%	$0.07	$130.81	54.86%	$0.13

Reporting is not real-time. Clicks and impressions received in the last 3 hours may not be included here.

Ok, above is a snap shot of the campaigns I ran from Nov 25 to Jan 1.
I did 10 ads for different affiliate programs. One was deleted, as I was not having much luck meeting Goggle's requirements. The others were paused after a day or two but I did keep one running for about 1 week.

The only ad that I actually made money from was the first one, which I ran for about a week at a total cost of $91.87. Total profit made on that ad was a whopping $10 that in my opinion did not justify continuing.

If you look at the ad, you will see that it received 1163 clicks for a CTR of 1.9%. I am told anything over 1% is very good. I made six sales from 1163 clicks or 1 sale per 193 clicks. I had to stop it as I could not see spending $91.87 just to make $10 profit.

In total, I spent $130.81 so my $10 profit was eaten up by the other ads. Therefore my total profit was a loss $28.94.

Some of you may be saying that $28.94 is not a big loss but that is just from a few campaigns run for just a few days. Now multiply that by say 10, 20 or 30 and you can see how it can add up and if you're on a tight budget it can start adding up to a lot of money.

Making the kind of money suggested in those E-books requires doing a lot more than just a few campaigns.

Even though I lost money I did manage to learn a few things such as that getting clicks and having your ads placed in the number 1-4 spots does not in itself guarantee that you will get sales which translate into profit which is the number 1 reason you and I want to place ads with Google.

No one places ads just to waste money. Do you? Of course not…

After becoming frustrated and re-reading the E-Books I had bought on making money with Google Ads I realized that its not as easy as it sounds and that it takes money to make money, sometimes lots of it which as a single parent I do not have a lot of, especially not the kind that I can risk. If you do then you do not need to be reading this E-Book.

Even though I was not what I would call successful, I was not about to give up on this whole Google Ads thing. I must have missed something.

So how could I use what I had learned from my failures and use it to make money even with the ads that did not make me money and show others how they can learn from my mistakes?

Even though the ads did not make me money, I do not consider making $10 making money, I saw that all Google ads whether successful or not all have one thing in common. What is that common denominator? Clicks…

They all produce clicks regardless if the clicks turn into a sale. What are clicks? A click represents a person who felt your ad interested them enough to want to click on it. What did not happen was them buying what you were selling…

Now most of what you may have read about Google Ads has centered on finding some product or service usually some affiliate program and promoting it. Usually from ClickBank.com or LinkShare.com

This involves finding the right keywords, creating your ads, determining how much you want to pay per click and your daily budget. By the way, I have created a FREE Google calculator to help you determine how much to pay per click based on profit per sale. You received it when you bought this E-Book.

On the surface, there is nothing wrong with that but I do have a problem with promoting affiliate programs especially those from Clickbank.com as I find it simply to easy for people to steal your commissions if you do not use some form of link protection. Too many affiliates use links that expose this info. All someone has to do is replace your Clickbank.com ID with his or hers and you have just lost a hard earned sale. Not to mention that you just paid for their click. Talk about adding salt to a wound…

I highly recommend Clickbank.com from a seller's standpoint but as an affiliate, you must learn to protect your links.

This in itself is another subject all together that is not part of this E-Book.

So what did I discover? I discovered that I was sending clicks/people directly to the affiliate site I was promoting and I was missing out on a key opportunity to capture the clicker's information which I could then use to my advantage and profit from regardless if they bought now. The affiliate site could now capture this information and use it to their advantage.

The biggest mistake I had been making was sending my clicks to the affiliate's site and not to a landing page.

I was missing on the opportunity to use Google Ads to build my mailing list, which I could then promote my other products too.

Its been proven that most people will not order on the first go around and if you do not get their information you have just lost a potential customer for good.

Sometimes it may take them seeing your offer more than 3 times before they decide to buy.

So now what you want to do is to not send the clicks/people from your Google Ads to the affiliate site or even your offer page on your site but have them go to a landing page or what I call an info teaser page. From there give them some info and ask them to sign up for your newsletter or maybe you have a freebie you want to give them in exchange for joining your list.

Capturing their names and email address is the main use of a landing page. Your landing page should encourage your visitors to download your freebie, join your newsletter or it could be to download a trail version of software.

Now what you do not want is give them too much information because if you do then you are not giving them any reason to give you their info. You can simply ask for their name and email address.

You may be saying what is to stop them from giving me a fake address. Nothing but if they want to receive your freebie they will need to provide a valid email address in order to receive the freebie or the information you want to give them. If you do not offer instant access to your offer then they will have to use an email address that they actually use.

Now even if they do not buy you at least have their info and can email then more info later on.

The page that you point to does not have to be elaborate it just has to give them enough info to entice them to sign up for whatever you are offering.

You can give them a free E-book or report related to the product or service you want them to buy just for them signing up. Now you are fully putting your Google ads to their MAX.

You are only limited by your imagination. Your page can be an offer to receive a free ecourse that you can setup through an autoresponder service and include information about your offer at the end of each page. Below is a step by step on how you should do this.

The Auto responder System

Earlier, I mentioned that you should not send your clicks from your Google Ads to the affiliate page, but to a landing page or teaser page. This way you get their contact information since you are paying for the click anyway.

The problem most people have is what should they do to set up a system that will collect the visitor information automatically and deliver the requested content. All you need is an auto responder. You can use a free service like http://www.freeautobot.com or http://stsnelson.emailaces.com.

Before you setup the system you have to understand, which person will be receiving the follow-up information? This will assist you to tailor your emails to the right individual. For example, in my online business, I usually have three types of visitors.

   1. Someone who requests a sample of a product
   2. Someone who orders a product
   3. Someone who requests free info/e-book

Let us look at #1: Someone who requests a sample of a product.

This individual is interested in purchasing the product but wants a little more information or sample of it. Based on what they receive it could cause them to purchase your service or product.

One more thing…if you know you are going to follow-up with them using an e-Course and periodic mailings of resources they may be interested in state that on the sign-up page and in the first email.

The key is to follow-up with them frequently (how often is determined by you), but in my case; here is the follow-up schedule I use:

Email	Frequency	Description
1	Immediately	Thanks them for requesting the information, provides them with the download link, offers assistance if they have any questions and restated you will be emailing them with tips and resources.
2	2 days after the previous email	Request their feedback about the sample received, go into a little more detail about one area covered in the sample, include a testimonial, recap the benefits and include an order link.
3	5 days after the previous email	Start providing brief tips on how they can use the information to assist them to achieve their desired goal. This can be a brief mini course with five lessons over a week or two. Just make sure you mention they will not only get the sample but an e-Course too when they sign-up.
4	3 days after the last	Send the first tip of the e-Course and include an order link.
5	3 days after the last	Send the second tip and include an order link
6	3 days after the last	Send the third tip and include an order link
7	3 days after the last	Send the fourth tip and include an order link
8	3 days after the last	Send the fourth tip and include an order link
9	3 days after the last	Send the final tip and include an order link. By this time if the person has not ordered, you can offer a special to entice them by offering an additional bonus or giving a limited discount.
10	3 days after the last	Inform the individual again that from time-to-time you will send them information on resources that may assist them.

| 11 | Anytime | Send out emails with resources that may interest the person whenever you find something interesting or worthwhile. |

As you can see, there is a lot of work involved. Moreover, that is just for someone requesting sample product. Remember, not everyone will purchase on the first visit or first couple of emails or contacts.

Let us look at #2: Someone who orders a product

There are two ways you can get the contact information, during or after the order. During the order, you can require customers to submit their contact information before reaching the download page. The other way is to offer Lifetime Updates free in exchange for the contact information on the download page.

For products sold by my affiliates, I use the "during the order" process method. For products I sell, I use the Lifetime Updates method on the order page. There are other ways, but we will not get into them, as these are the two methods used the most.

Here is the follow-up schedule I use:

Email	Frequency	Description
1	Immediately	Thank them for signing up for the Lifetime Updates, inform them when changes are made they will be contacted, briefly mention how fortunate they are to have ordered the product and how it will assist them and provide contact information (email address) just in case they have and questions or problems.
2	2 days later	Offer customers an unannounced bonus. This helps lower the chances that people will request a refund. So far, I have only had three refunds in 1-½ years.
3	3 days later	Get customers input and testimonials on what they thought about the product or service. Create a simple 3 to 5 question survey and provide a bonus for their assistance.

4	3 days later	Follow up to make sure they were able to download the first **Unadvertised bonus** and to see if they completed the survey and received their second bonus.
5	4 days later	Send out an article for an affiliate product that is related to the product sold that has your affiliate link. The key is to make sure it is helpful and informative.
6	4 days later	Send out another article with an affiliate link that is related to the product sold.
7	4 days later	Send out another article with an affiliate link that is related to the product sold.
8	4 days later	Send out another article with an affiliate link that is related to the product sold.
9	4 days later	I let them know this is the last email I will send them until there is an update or when I come across information that my interest them.

At this point, I can see you might be a little overwhelmed with having to write all these emails. Do not be! It is not as difficult as it seems. To help you out there are two resources I highly recommend you seriously investigate that will make your life easier when it comes to writing.

The first is the http://www.wordstocash.com/words-to-traffic.html web site, which will help you to write articles.

The second is the http://www.wordstocash.com/email-workshop.html, which will help you to create e-Courses delivered via email. I own both of them and they have made my life so much easier.

Let us look at #3: Someone requesting free information

Usually this person is looking to receive something free and may not be as motivated to purchase. However, over time they could warm up to you, your ideas and methods, which could result in an order.

Out of the three methods, this is probably the most intense and difficult to pull off for the average Internet Marketer. It requires you to keep in constant contact with your subscribers. Most people send out a newsletter or ezine. However, I bucked the trend and sent out my weekly insights on various topics at the http://lifeissimple.mrgoodman.com web site.

Now imagine having to create content each week to send to your members. It is not an easy task but very doable. It will require some time and effort on your part. In between each weekly insight, I may send a resource. If not, I normally included a recommended resource at the end of each email sent. Do you see why I recommended the two resources above?

I should warn you! If you follow this method of separating your customers/members into different segments, you can end up with many lists. I personally have 36 lists that I manage. While it seems like a lot, most of them are set up to run automatically without me with periodic mailings.

The above should be used as an example and not to be the only way of doing things. Remember use your imagination…

Follow the above and it will lead to sales.

If you run a newsletter, I suggest that you get a double opt-in and opt-out script. You can get a free one from Chipmunk Scripts. See my Resources page and end of E-Book.

Lets go back to my snapshot of my Google campaigns and see what this means to you …

All Campaigns

Show all but deleted campaigns

Nov 25, 2004 to Jan 1, 2005

+ Create New Campaign

Show statistics for:
all time
Nov 25 2004 - Jan 1 2005 Go

Campaign Name	Current Status	Current Budget	Clicks ▼	Impr.	CTR	Avg. CPC	Cost	Conv. Rate	Cost/Conv.
BuyAnythingWholesale	Paused	[$17.00 / day]	1,183	59,263	1.9%	$0.08	$91.87	88.40%	$0.09
Campaign #10	Paused	[$5.00 / day]	335	81,078	0.4%	$0.05	$16.47	0.00%	$0.00
Campaign #9	Paused	[$5.00 / day]	121	23,231	0.5%	$0.05	$5.83	0.00%	$0.00
All Posters	Paused	[$10.00 / day]	106	23,574	0.4%	$0.06	$6.60	0.00%	$0.00
Debt Campain	Paused	[$4.00 / day]	74	18,476	0.4%	$0.06	$4.64	0.00%	$0.00
Mystery Shopping	Paused	[$5.00 / day]	34	5,669	0.5%	$0.05	$1.81	0.00%	$0.00
Campaign #4	Paused	[$2.00 / day]	33	18,151	0.1%	$0.05	$1.76	0.00%	$0.00
Selling On Ebay	Paused	[$4.00 / day]	11	3,779	0.2%	$0.10	$1.13	0.00%	$0.00
Spyware	Paused	[$5.00 / day]	5	2,855	0.1%	$0.10	$0.50	0.00%	$0.00
Total - 9 all but deleted campaigns	-	$0.00 / day active campaigns	1,902	236,076	0.8%	$0.07	$130.61	54.98%	$0.12
Total - all 10 campaigns	-	**$0.00 / day** active campaigns	1,906	236,449	**0.8%**	$0.07	$130.81	54.86%	$0.13

Reporting is not real-time. Clicks and impressions received in the last 3 hours may not be included here.

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You can see that my best campaign had 1,163 clicks, which turned into six sales, and a $10 profit but what I missed was the opportunity to capture those 1,163 visitors and build my list at the same time. In total, I lost 1,906 opportunities that I let slip through my fingers. Do not make the same mistake I did. This is why I decided to write about it so that you could benefit from my mistakes.

The end result is that I could have been building my list from those visitors and followed up with them which gives me extra opportunities to make a sale either on the original offer or any number of offers.

I paid for the clicks regardless if they buy or not so why not capitalize on them.

Do you remember my Google Ads calculator that I mentioned earlier? It is something that can be given away as a Freebie especially if you plan to market anything related to Google Ads. It's a freebie that I use to promote this E-book and you can use it too. It is free so why not use it. You can even have it branded with the offer you want to promote. Clever way of killing two birds with one stone…

In fact, you can see the landing page I created for this E-Book at http://untapped-profits.com/gcalc.htm

Using the above information now gives you a Double-Edged sword approach to using Google Ads to not only advertise your products but also capture their information to build your mailing list, build a relationship with them, and turn them to your customers.

Remember most people will not buy the first time around and it may take 2-3 or even more times, before they will but if you do not have a way to capture their information then you just lost them forever. Do not make the same mistake I did when I started using Google Ads.

An extra advantage to using this technique is that you will also save money with your Google ads since now you can pay less for clicks.

Keyword	Status	Clicks ▾	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.
Search Total		227	17,759	1.2%	$0.05	$11.31	2.2	0.00%	$0.00
Content Total — image ads		0	119	0.0%	–	–	1.0	0.00%	$0.00
Content Total — text ads		108	63,200	0.1%	$0.05	$5.16	3.0	0.00%	$0.00
"cocktail recipes"	Normal	50	3,000	1.6%	$0.05	$2.50	2.1	0.00%	$0.00
"mixed drink recipes"	Normal	33	1,085	3.0%	$0.05	$1.62	3.2	0.00%	$0.00
"bartender"	Normal	31	2,350	1.3%	$0.05	$1.54	3.0	0.00%	$0.00
"cocktail drinks"	Normal	16	360	4.4%	$0.05	$0.80	2.5	0.00%	$0.00
"long island ice tea"	Normal	13	725	1.7%	$0.05	$0.65	1.1	0.00%	$0.00
"alcoholic beverages"	Normal	11	431	2.5%	$0.05	$0.55	3.5	0.00%	$0.00
"amaretto sour"	Normal	10	620	1.6%	$0.05	$0.50	1.1	0.00%	$0.00
"margarita"	Normal	9	566	1.5%	$0.05	$0.45	4.2	0.00%	$0.00
"bartender guide"	Normal	6	268	2.2%	$0.05	$0.30	2.4	0.00%	$0.00
"tequila sunrise"	Normal	6	255	2.3%	$0.05	$0.30	1.5	0.00%	$0.00
"cocktail receipes"	Normal	5	250	2.0%	$0.05	$0.25	2.5	0.00%	$0.00

Look at the above snapshot of a Google campaign I started running at time I finished this E-Book for a bartending software I created and you will see that I only paid 5 cents for the keywords listed and each placed my ad in the first 4 spots, not bad for 5 cents.

Here's something that I also learned and can also save you money and that is that you should make sure that you do not show your ad on Content Network. This is where your ad shows on other sites also known as Google Adsense.

There is talk of click fraud and from my experience those clicks generally do not result in sales. This is something that you may want to test since after reading the information provided here you will be sending your clicks to your landing pages and not directly to affiliate sites.

Ads (5 Deleted Ads, 40 Clicks, 0.2% CTR $0.05 Avg. CPC)   + Create New Text Ad | Image Ad   Back up to keywords

Drink Mixer Software.
Unleash The Bartender Inside You.
Over 200 Drink Recipes.
megabiznes.com/drinks/
183 Clicks | 0.5% CTR | $0.05 CPC
Served - 43.6% [more info]
Edit - Delete

Drink Mixer Software
Unleash The Bartender Inside You.
Over 200 Plus Drinks Mixes. $19.95
megabiznes.com/drinks/
34 Clicks | 0.3% CTR | $0.05 CPC
Served - 10.9% [more info]
Edit - Delete

Drinks Master Software.
Make Shooters, Cocktails Like A
Bartender. Over 200 Drink Mixes.
megabiznes.com/drinks/
78 Clicks | 0.3% CTR | $0.05 CPC
Served - 25.2% [more info]
Edit - Delete

I suggest that you also track your ads so you that you know how they are producing. I used the above ads to promote the Bartending software and tracked each one by having them go to different landing pages.

Google gives you stats such as CTR but I also like to do my on tracking and testing.

In closing I hope that I have given you a new look at getting more out of your Google Ads, even if they are not making money, they can be building you a huge mailing list that can make you more money than the ads by themselves.

Would you like to earn some extra cash?

Then keep Reading…

How you can earn Money with this E-Book!

Become an affiliate and make 60% on every sale through my ClickBank.Com affiliate program. All you need is a ClickBank.Com account, which is free.

Below is a simple but yet effective php script to promote this E-book.

```
--Start Here --
<?php
function cbValid($do)
{
}
header("Location: http://hop.clickbank.net/?XXXXXX/$do");
?>
--End Here --
```

To use it just copy everything between Start Here and End Here into notepad then save file with extension of php I call mine id.php

Make sure you change **XXXXXX** to your ClickBank.com ID or I will get the sale LOL not that I mind.

Then all you do is call it from your website as such
http://megabiznes.com/id.php?do=jmcsoftwr

Note neither ClickBank.com nor I will tolerate the use of SPAM to promote this E-Book. So please do not try. After all, you just learned a new way to make money-using info provided in E-Book.

Resources:

Google Cash – This is one of the E-books that got me started with Google Adwords. The information is great but please be aware that no E-book can nor should guarantee that you will make X amount using their info.

21 Ways To Adwords Success 2004 Edition – This is a must have if you want to become more effective at Adwords. Go behind the scenes with specific examples that go in depth at teaching you reasons why techniques work. Mr. Andrew Goodman does a great job.

Chipmunk Newsletter is a simple and flexible newsletter script using php and mysql featuring double opt-in and opt-out and a tracker to keep track which people the mail has already been sent to so you can send to remaining subscribers if the script times out.
http://www.chipmunk-scripts.com/scripts/newsletter.php

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