Hello,

Below you will find your customizable ecourse.

To edit the course quickly and easily just copy the code phrases below into the "find/replace" feature in your text editor. This is usually found under the "edit, replace or search" menu at the top of your editor in the menu bar.

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Instructions

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- Highlight and copy the copy and paste phrases including

the quotation marks. One at a time and paste them in

to the "find what" box.

- Type your own information in to the "replace with" box.

- Click the replace all button.

You're done now just check to see if all of the information

is correct and then paste your messages in to your follow

up auto-responder and start sending it.

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Copy and paste phrases

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"autoresponder code here" (found in your autoresponder service)

"confirmation link" (found in your autoresponder service)

"add your name here"

"your email address"

"your URL here"

Best of luck with your new course,

Lisa M Cope,

If you need help or have questions please visit the help desk:

http://www.lisamcope.com/help

<http://www.plrjunkies.com>

<http://www.plrnewsletters.com>

<http://www.contentcollectorsdream.com>

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Conformation message:

Hello "autoresponder code here"

Thank you for your interest in the PPC Advertising For Beginners Crash Course.

It is very important that you confirm your subscription so that we

can start sending your messages right away.

Please take a minute and click the link below to confirm.

"confirmation link"

We will send your first lesson as soon as we receive

your conformation.

Remember we value your privacy. We will never rent, share or

sell your email address.

Thank you,

"add your name here"

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1

Subject line: First Lesson - PPC Advertising For Beginners

Hello "autoresponder code here",

Welcome to the first lesson in the PPC Advertising for Beginners Crash Course.

Over the next few days, you will receive several lessons that will help you learn the ins and outs of using pay per click (PPC) advertising to promote your business, products and services online. In this first lesson, we are going to start with a brief overview of PPC advertising so that you can become familiar with how it works.

The Internet has fast become a significant medium for product and service advertising.

But with millions of websites out there being visited by millions of web browsers, how can you make sure that your target consumers see your ad?

The ultimate goal of any online advertising campaign is to get your ad on the websites frequented by your target consumers. Before doing this, you need to define who your target customers will be. You can then create a plan for getting your ad on sites that they like to visit. This will in increase the possibility that your ad will get attention and will be clicked on by your target customers.

By definition PPC is an internet-advertising model used to direct traffic to websites, in which advertisers pay the publisher (typically a website owner) when the ad is clicked. It is defined simply as “the amount spent to get an advertisement clicked.”

While PPC advertising might seem complicated at first, it’s actually a very affordable way to get targeted traffic to your website and targeted traffic is really the only kind of traffic you want. Simply put, you set up a campaign and then you pay each time someone clicks through your ad to your website.

There are many PPC search engines available including Google Adwords, Yahoo Search and Bing Ads, which are three of the most popular places to start. Each one of these programs operate on the same basic premise. They display your ads on relevant websites and you pay them every time someone clicks on your ad. While they are all similar, they each have their own guidelines to follow.

It is a good idea to familiarize yourself with the rules and regulations before you begin your advertising campaign. The all provide extensive help files and tutorials that you can use to help further your education. You can check them out by visiting the links below.

Google Adwords:

<https://www.google.com/adwords>

Yahoo Search:

<https://advertising.yahoo.com>

Bing Ads:

<http://advertise.bingads.microsoft.com/en-us/sign-up>

To understand how pay per click works, let’s pretend that you have a website about collectible toys. You’ve written a great guide all about collectible toys and you sell it from your website. Maybe you also sell some rare pieces.

You want targeted traffic to come to your website. In this case, it would be people who have searched for collectible toys online. They are already interested in the topic of your website. That’s makes them targeted traffic.

The best keyword to use for your pay per click campaign would be collectible toys. But there’s a pretty good chance that other people might want that same keyword. So you would have to bid on it, and the highest bidder gets to use it.

If your website was especially designed for people who want to learn to make money with collectible toy’s, your phrase could be more specific aimed just at them. This keyword might bring you better-targeted traffic and have less competition.

Once you have your keywords and you decide how much you want to spend per day on your PPC campaign, then the company will display an ad that links to your website. If you won the keyword collectible toy’s, then when someone searches on that phrase your ad will be displayed on the search page.

Also, if there are websites dealing with collectibles, toy’s, and other related keywords that have joined the network, your ad may display on those sites so that their visitors might click through.

Your ad will be displayed until the purchased number of clicks have occurred, then it won’t display again until the next day. If you’re getting 100 clicks for $5, and you’ve set your budget for $5 per day, then even if you get 100 clicks in 20 minutes the ad won’t display again until the next day.

Because you can plan your campaign like this, based on a budget per day, PPC is an excellent way to market your business, products or services. It’s best to start out slow with a small budget of around $5 per day. Let it run for few days. If at the end of that time you’re not making sales out of all those clicks, then you know you need to adjust your ad copy.

It might be that your ad copy needs changed, or your landing page needs tweaked or it could just be that the keyword you chose isn’t hitting the right market. All of these things can be adjusted through careful testing, tracking and campaign management, which we will be talking more about soon.

We have a lot to go over in the next few days if you want to learn how to how to use PPC for your own business. That's it for today's lesson. In your next lesson, we will be talking about how PPC advertising works so that you can start using it for your business.

Thank you again for joining,

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"your email address"

"your URL here"

P.S. If you have questions or need assistance please feel free to contact me. I will be happy to help.

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2

Subject line: Second Lesson - PPC Advertising for Beginners

Hello "autoresponder code here",

It’s time for your second lesson in the PPC Advertising For Beginners Crash Course. I hope you found lesson one informative. In this lesson, we are going to talk about the difference between organic traffic and pay per click traffic

The primary difference that exists between PPC traffic and ordinary organic traffic is the cost. When it comes to generating traffic through PPC advertising, as the advertiser you have make a small payment each time a user clicks on one of your ads. On the other hand, all of the leads and the clicks that are generated by organic traffic are completely free.

PPC advertising can generate a lot of traffic very quickly. It can also add up fast and can become very expensive if not managed correctly. When it comes to generating traffic from your PPC campaign there are three things that you should keep in mind.

- PPC is an excellent method for marketing that can create a large amount of buzz around a particular product or service very quickly.

- It tends to be relatively inexpensive, especially in comparison to other methods of traditional advertising and marketing.

– You can run short term or long term campaigns depending on what your needs are.

There are several different key elements that must be considers when it comes to the initial setup of your campaign, and these are:

- Ad creativity, because it is vital that your ad be well written, focused and creative.

- Landing page, because having a landing page that is well thought out before you set your pay per click traffic campaign up is absolutely essential. Your landing page should have content that relates to your advertisement online. A good landing page can mean all the difference when it comes to generating a high number of conversions.

- Call to action, as a call to action is a prominent and necessary element of your page that should be located "above the fold" rather than requiring that a visitor to your website scroll down before a call to action is offered.

- Testing, because you should always test your website, new ads, your landing page's capabilities, call to action locations and how these different elements affect your conversion rates when it comes to generating pay per click traffic.

The difference between a successful PPC campaign and one that is unsuccessful often has to do with whether or not you are testing new options. Such as ads and calls to action because these details really do make all the difference when it comes to creating an ad campaign for PPC that is going to generate results.

Again, I appreciate your joining me for this short course. If you have, any questions please feel free to contact me. I will be glad to help.

Until then,

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3

Subject line: Third Lesson - PPC Advertising for Beginners

Hello "autoresponder code here",

It’s "add your name here", with your third lesson in the PPC Advertising for Beginners Crash Course. In this lesson, we are going to talk more about how PPC advertising works so that you can start using it for your business.

Pay per click advertising is one of the most affordable forms of online advertising. At its core, it’s all about generating leads and potential customers that will hopefully turn into buyers once they find out you have the product or service they need.

However, it doesn’t end there. It’s important to understand that while PPC advertising generates leads, there has to be a follow up system in place. It is important for users to find relevant information at the website they are directed to after they click on your ad.

This step is often neglected and while you may get lots of clicks on your ads you won’t see very many conversions if consumers don’t find the information they are looking for when they get to your website. Keep in mind that users are more likely to purchase products or services from a company that provided them with the information they want right away.

- Qualifying Traffic

As I mentioned in your last lesson a big benefit of using PPC advertising is that it provides qualified traffic to your website. When users click on an ad, they are in search of a particular product or service. The more focused you campaign is the better because it helps eliminate unnecessary clicks from non-prospective buyers.

A bidding process is used to establish the price of a specific keyword. In general, the budget for PPC advertising may be a $100 to $100,000 depending on the number of keywords used. These prices can skyrocket in just minutes as more and more sites bid for the same keyword thus causing the prices to jack up.

PPC ads are placed alongside search engine results that they are relevant to. The highest bids for a specific keyword or phrase gets top billing on the search engine results page. Getting top placement provides greater odds for an ad to get clicked on by a qualified searcher.

- Campaign management

Proper management of PPC campaign can result in big profits, without it you can end up wasting a fortune on ads that don’t produce results. Managing your campaign involves three basic components; constant monitoring, response analysis and refinement. It is essential to track and test every aspect of your campaign to monitor the productivity of each PPC ad you place. This gives you the ability to modify or turn off any PPC ads that aren’t performing well.

The cost of PPC advertising is dictated by the clicks made on a particular ad. The number of clicks made on an ad is subtracted from the initial amount paid by you to a search engine company. To minimize cost and maximize your return on investment (ROI), you must monitor your campaign carefully.

That's it for today's lesson. In your next lesson, we will be talking about learning the ropes before you dive in and start placing ads.

That's it for today's lesson. In your next lesson we will be talking about

Until then,

"add your name here"

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4

Subject line: Fourth Lesson - PPC Advertising for Beginners

Hello "autoresponder code here",

How are you? We are winding down to the end of this short course. But we still need to go over a few things, so today we are going to jump right in and talk about the importance of learning the ropes before you dive in and start placing ads.

When it comes to using PPC advertising for your business there are many websites, books and videos available can teach you how to make the most return on your investment (ROI). These guides are a resource that can be invaluable to your business. They can save you a great deal of time.

Once you know what you are doing, you will want to research the available PPC programs to find the best one to advertise with, like Google, Yahoo and Bing. There are also smaller engines that are worth looking into as well. They have less influence. However, many people choose to use them because they are able to get effective traffic for much lower prices. Most often, this can be a few cents per click.

If you are not careful and don’t do the appropriate research, you could find yourself spending entirely too much money and not getting the traffic and sales in return. It pays to educate yourself especially when it comes to paid advertising.

While reputable PPC programs have built in tracking and analytics, you may also want to look into outside ad tracking services as your campaigns grow. They give you very specific statistics on clicks that are generated by your campaigns. There are many available so be sure to do your research before you invest.

Here are few popular ones you can check out:

Google Analytics – Free  
<http://www.google.com/analytics>

Tracking 2.0:  
<http://tracking202.com>

Open Tracker

<http://www.opentracker.net>

When it comes to running an effective campaign there are several things that should be tracked. For instance, you can use exact keyword tracking to see exactly which keywords are doing well and which ones are performing badly. This knowledge can mean a big difference when it comes to seeing a profit.

Proper tracking can provide a clear picture of all your ad campaigns including custom income and expense tracking. You will be able to track clicks and landing page conversions. With proper conversion tracking in place, you will be able to track your sales and calculate your ROI.

By using website tracking tools and their reports, you can accurately track which ads and keywords result in sales. This will help you to determine and eliminate poorly performing advertising campaigns. It also tells which ad campaigns you should focus your energy and resources on to further perfect their performance.

Some people choose to have a professional monitor and manage their PPC campaigns. However, with proper research and knowledge, you can effectively manage your own campaign, which is much less expensive than, if you hire someone to do it for you.

As we discussed in your last lesson it’s a good idea to start out with a small investment until you learn the process and are comfortable tracking your campaign.

I hope today's lesson was helpful to you. Don't forget to keep an eye out for my next email. There will

be some great stuff in your last lesson.

Until then,

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5

Subject line: Fifth Lesson - PPC Advertising for Beginners.

Hello "autoresponder code here",

Well, we have come to the final lesson in the PPC Advertising for Beginners Crash Course. I sure hope you have enjoyed your lessons and learned a lot about using PPC advertising for your own business. In this last lesson, we are going to talk a bit more about managing your PPC campaign, so that you can maximize your results.

PPC bid management. Tools for Internet Marketing have been rising to popularity these days because of cost-effectiveness and the possibility of measuring increase in profits and sales.

General rule of PPC advertising: The highest bidder gets to be on the top of the search result listing and the second highest bidder, of course, gets the next top listing and so on. Every time a visitor clicks on your website, you will have to pay the same amount that you bid on that particular keyword.

PPC can be very costly, time consuming and sometimes it seems like it’s not worth the investment. But if you know how to use it effectively it can be like hitting the mother lode in a goldmine. The whole process begins with research. More specifically keyword research. It is one of the most important parts of PPC advertising. Ranking for the "right" keywords can make or break your campaign and know how much to bid on those keywords is just as important.

When it comes to bid management is first have to identify the maximum cost per click (CPC) you are willing to pay for a given keyword or phrase. CPC varies from time and even search engine to search engine too. Maximum CPC can be measured by averaging the current costs of bids (bids range from $0.25 to $5).

Average of these bids is to be used as the maximum CPC to begin with. As your ad campaign progresses, the actual conversion rate (visitors turning to potential buyers/sales) will be determined and you may have to adjust your CPC (bidding rate) accordingly.

When you start to bid, see to it that you adopt different bidding strategies for various search engines. Search engines have their own PPC systems that require different approaches. It is also worthy to identify different bids for the same keyword phrases in various search engines.

Another thing, it is wiser not to bid on the top spot for a couple of reasons. One, t is very expensive and impractical. Two web browsers usually try several different search queries in different search engines before they find what they are looking for. A good rule of thumb is to try for the fifth spot instead and work your way up.

This can be a little tricky at first but with practice, you will develop your own effective bidding strategy.

As we have discussed before, monitoring tools too can help in the tracking down of your keyword phrases and search engines as to which among them often generate sales, overall and in relation to your cost per click. This is what you call return of investment (ROI) monitoring.

These bid management tools may include additional functions that may not get from online marketing tools that are readily available. Other tools can monitor competitor’s bids, produce reports for different parties and offer the ability to interface with multiple PPC engines. This is particularly helpful to those who manage more than a hundred keywords across several PPC engines to boost productivity and save time.

As we close this final lesson, I would like to thank you again for joining me and I sincerely hope that you have a basic understanding of how pay per click advertising works and how you can use it for your business!

Even though this course has ended, I want you to know that you can still feel free to contact me if you have any questions about how to make the most out of your PPC campaigns.

Until then,

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