

The Fundamental Reasons Some People Make
Truckloads Of Money With Adwords While Others
Flop & Flounder

**A Revealing Interview with
Bryan Todd, Co-Author of
"The Ultimate Guide to
Google Adwords"**

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Glenn Livingston: Hi, this is Glenn Livingston with www.payperclicktoolbox.com and I am thrilled and delighted to have Bryan Todd with me. Some of you know Bryan Todd's name, some of you don't. He is the other author of Perry Marshall's *Definitive Guide to Google Adwords* and the *Ultimate Guide to Google Adwords* in bookstores. Actually, for those of you who don't know, he spends a great deal of time, really running the business with Perry and is a friend of mine, actually, a mentor of mine as well. I spent some time with him in the Mastermind Roundtables and a very valuable resource. Bryan, how are you today?

Bryan Todd: Oh, I'm great and I'm honored and touched that you would call me a mentor. I feel like I almost want to say the same of you. But I'm really glad to be here and really looking forward to talking with you about the topics we are going to cover today.

Glenn Livingston: Sure, and I definitely do think of you as a mentor. You have pointed out some very important things in my business during our discussions. But the reason that I wanted to talk to you in particular is because I know you have done a lot of the writing of the books and you've done a lot of the coaching and supervision of the clients., looking at hundreds of Google accounts and so I was really wanting to know how you got started in Adwords and what unique perspectives you could provide to our listeners, that Perry, really couldn't.

Bryan Todd: You know, Perry and I are so alike in some ways and we are so different in others and I know if you sit down and you talk with Perry and you ask him some of these questions, you'll get one set of answers that are completely true and I'll say, yeah, that's been my experience and if you ask me the same questions you'll get another set of answers, where Perry will say, yeah, that's been my experiences too but that's a good angle on it. So it's always good to get different angles.

The fact that I am involved with Google Adwords, like most of us, I think I do still owe to Perry. You know Perry will very often, he'll stand up at seminars and other events and he'll say, you know, Bryan Todd actually wrote 2/3 of the *Definitive Guide to Google Adwords* and Bryan wrote 2/3 of the *Ultimate Guide To Google Adwords* which is our bookstore book and so forth. But I still say Perry really put the core principles of it down on paper first. It was literally Perry, who very literally introduced me to adwords the very first time. It was kind of a funny and delightful story of how that happened.

Glenn, as you know, I used to live in mainland China. Beautiful little city down in southwestern China, up in the foothills of the Himalayas, you know, blue sky and snow covered mountains, an old town that has eight hundred years of history and so forth. I lived there from 2000 to 2004 and it was a great experience and I learned the language and just had a wonderful time, getting to know the new culture.

Sometime in 2002, I put up a little website. These were the days before Facebook and MySpace and so forth, where you could just invite friends to come and look at your page.

I actually had to create a website that had photos and so forth that all my family members and all my friends could come and look at. It just showed how really beautiful this city was and told a little bit about it. I put up this website and for months and months and months and months the only people that ever saw it was me and anyone that I happen to send the link to via email.

Perry actually flew out to do some business in China and then came to see me. It was November of 2002 and one particularly evening. I remember it was a Sunday evening and we are walking through the old town in this particular city and I said you know, Perry, it really annoys me that I put up this website and no one actually knows about it and he kind of smiled and said, you know what. Google's come up with a new tool that will let you bring people to your website and it doesn't cost you hardly any money at all.

Glenn Livingston: Bryan, what year was this in again?

Bryan Todd: This was in 2002.

Glenn Livingston: Gotcha.

Bryan Todd: This was before; I think Google was a word in the dictionary. Certainly before it was a verb and before half the world even knew what Google was.

Glenn Livingston: Sure.

Before Google Was a Verb

Bryan Todd: And before 99% of the world knew that there was this service called adwords. So he took me back to my apartment and he said, you know, in about fifteen minutes, I can get you traffic to your website. I am like, really? And he said yeah. So he sat me down and he showed me how you set up adwords and how you find keywords and you write a couple of ads so that you can split test them and one will get a better click through rate than the other and etc, etc. and literally within fifteen minutes we had traffic coming to this website.

These were the day's way back when, you could get bids for five cents in pretty much any market. There were maybe three or four bidders on a page at the absolute most and so I bid on keywords and I started getting clicks at five cents a piece to come to my website. And it was just a terrific and completely pressures free little learning experience to see that there is this really cool little tool that lets you get traffic from oh, anywhere in the world.

So that was, Perry showed me and again, literally it was about fifteen minutes learning time and presto I had a little website. And at the time, I only spent maybe fifteen or twenty dollars a month getting clicks to this because it wasn't a particularly competitive market that I happen to be advertising in, but hey, if you pay twenty dollars a month and you get people from all over the world to come to your site. People did come to the site

and very often made the decision that they were going to come and visit this city and some of those people actually came and looked me up and we went and had tea together and so forth. So if you can do that at twenty dollars a month, I would say that you are doing pretty well.

Glenn Livingston: That's pretty exciting.

Bryan Todd: It was pretty exciting and so, it was very shortly after that, early 2003 I think it was. Since I was getting familiar with how adwords worked, Perry started sending me clients because Perry was actually becoming pretty well known because he had been making adwords work for at least a year or so.

So by early 2003, he started sending me clients so that I could manage their Google campaigns. What actually worked was this, I worked at a hotel at the time and I taught English and some other things with the staff and afternoons were always open and free. You know, I teach in the morning and I teach in the late afternoon, there was always this stretch between twelve and four where I really had nothing to do, so Perry would send me login information for various clients that had hired him to manage their Google campaigns. So while the western hemisphere was fast asleep, I was busy in the afternoons managing Google campaigns, making changes, writing new ads, collecting new keywords and doing all this and really cutting my teeth on adwords, while Perry and all of his clients slept and so they'd wake up in the morning and there would be new changes and new traffic and so forth and they really liked that and that was where I learned and together with Perry, both of us learned all the ins and outs of how you make this work and we made all the mistakes that I know that you've made and everybody else has made.

Glenn Livingston: This is all while you were managing accounts from China?

Bryan Todd: This was all when I was managing accounts from China. Eventually, Perry had sat down and he had written his very first copy of the definitive guide to Google adwords. It was a book with terrific content, but it was kind of written in a hurry and thrown together and wasn't the prettiest thing in the world, but by golly the content was sure good. He sent me a copy of it in word format and said, hey Bryan, can you proofread and kind of, copy edit this. So that got me started playing around with what was then the new fledgling definitive guide to Google adwords and was already a very good selling eBook online. So I made some changes and kind of made my two cents worth. So that was five years ago and by then, bit by bit, I started to add more.

Perry and I worked together to kind of restructure the guide and so forth to make it much more understandable to people. In the end, all the mistakes that everyone had every made in their Google accounts, we made with ours. We just had the good fortune to have started managing Google campaigns way back in the day, when there was not nearly the amount of risk and the amount of cost then as there is today.

Glenn Livingston: Sometimes I think that you are more careful with other people's money. I had the same experience as a consultant working for corporations and sometimes for small companies and I'll actually find that I'll make mistakes in my own accounts or in my own businesses that I would never make for another person or as a consultant because it's not my money.

Bryan Todd: Right.

Glenn Livingston: It's fair enough if I lose my own money, but I can't live with myself if I lose yours. So I think there is something to be said in working with other people's campaigns.

Bryan Todd: Right, in your particular case I think the currency you're dealing with, may not necessarily be money. It's your own reputation and your own sense of pride in the work that you do.

Glenn Livingston: Yes.

Bryan Todd: Okay and that you are not going to gamble with that. I think, and you probably hear Perry saying this a lot but one of the most unfortunate things is companies that have some poor drone in a cubicle on the third floor managing their Google campaigns. His reputation isn't on the line and his money isn't on the line and he's not repeating any of the profits. That's usually the worst situation to have someone trying to manage Google accounts.

Glenn Livingston: Sure.

Bryan Todd: But when it's either your own reputation or it's your own money on the line, you perk up and you're disciplined.

Glenn Livingston: You've done both.

Bryan Todd: We've done both and we've made mistakes and we've traveled up the learning curve and we've had ads and keywords disabled and deactivated and all of that just like everyone else has. But over time, you start to discover the same patterns reemerge again and what works in this market, also works in that market.

Managing Campaigns To Coaching

Glenn Livingston: Having moved from managing campaigns to writing the book and really having managed your own campaigns and managing dozens of client campaigns to coaching. How did that happen? How did you transition from managing to coaching?

Bryan Todd: Well, you know the short answer of that is I was dragged kicking and screaming into it because Perry in early 2005 decided he was going to kick up what is now known as his bobsled run, which was this little twelve week personal adwords coaching run and he needed coaches. So he invited Howie Jacobson, Howie's the author of *Adwords for Dummies*, very competent. Then he called me and said I want you to be the other coach. You've been doing this adwords thing for several years now, I think you are competent. And I fought him tooth and nail on that but joined the program and started taking phone calls from clients and I was as nervous as can be, but have been doing that now for three so odd years.

We offer the bobsled run, probably three times a year. It takes people through the whole twelve week process from one end of your online business to the other, even your offline business and so on. So we've been doing this twice a year for a good three years now. I guess I would say it's just so interesting the patterns that emerge when you are in the position to see so many different people advertising on Google and trying to make it work in so many markets.

Glenn Livingston: That's what I really wanted to talk to you about today, because that's where I think that you've got a unique perspective.

Bryan Todd: Yeah, I have dealt with people in every market that you can imagine. From consumer markets and eCommerce business, you know, where you sell products on the website and so forth to information markets to people who are consultants, to people who are in various biz-ops to MLM's, business to consumer businesses, business to business kinds of businesses.

It is really interesting the things that you start to see when you deal with all of these businesses,. Because invariably you see a lot of people that are successful and invariably you see a lot of people really unfortunately are really complete failures at it. There's always an in between ground. There are people that you coach with them and they get the whole adwords thing right. They get their account set up the way that accounts are supposed to be set up and they do the keywords the way you are supposed to do the keywords and they write good quality ads and the copy is good and so on. Even among the people that get the adwords part of it down really well, there are those who do it really well and succeeded and there are those that do it really well and don't.

In other words, there are those that do it very well and make a lot of money and there are those that do it well and don't make a lot of money. By do it well, I am talking specifically about their ability to manage a Google campaign and get all the technical details right. You know, like the right keywords and the ads are matched to the keywords

and do forth. They are bidding the right amount and they are in the right position on the page and they are sending it the right landing page etc, etc. that kind of thing. Even among those people, there are those that are making money and there are those who aren't.

Glenn Livingston: What's the difference?

Bryan Todd: What's the difference? That is like the magic million dollar questions. I'm going to answer that question indirectly and I would say the answer to that is it is always something relatively simple.

When people go from doing adwords well but not making money to doing adwords well and making money, it never that they've done a whole series of steps that are really all that complex. Usually, they have made a change in the business that is very, very fundamental and very, very simple. The way I like to describe it is for the people, who have set up adwords the right way, but they're still not making money or you know, they are barely breaking even or they are waiting for a breakthrough and the breakthrough hasn't really happened. Usually the breakthrough that is going to happen is when you go back and you take a step away from what it is your selling and the whole business that you are trying to do on the internet and what you are trying to accomplish with Google.

You just take a step back from that and you ask yourself, is there some really basic really fundamental assumption, I have made about either the market or the business and the way that I am structuring the business. Is there some simple assumption that I have made that I have never bothered to question. And I guess Glenn, every time someone does make a breakthrough, it's because the answer to that question is yes. There is some really, really simple assumption that you've made about your market, the people in your market, your business, that you haven't questioned but now that you've learned to question it or you figure out what you've left to go unquestioned, you can make a very fundamental change in the way that you do things and that suddenly opens up the flood gates to you making much more money and reaching a whole lot more people and reaching people a whole lot more effectively in your market.

Glenn Livingston: I think this is critical what you're saying. I had a thought and then I also had a question about whether you might have an example. I will tell you my thought here. .

Bryan Todd: Oh, I've got examples all right.

Getting At The Soul Of The Market

Glenn Livingston: Okay, my thought was to give you an analogy, to illustrate what the difference between mastering the technical fundamentals. You are really taking about getting at the soul of the market.

Bryan Todd: Absolutely, yes.

Glenn Livingston: Yes, I was a psychotherapist for many years and I used to supervise a lot of psychotherapists and inevitably whenever people would start to do psychotherapy, they got very involved with the fundamentals. They wanted rules that they could follow so they'd come and say to me this patient has a borderline narcissistic transference and they come from a one person family where there was a trauma early in life.

Bryan Todd: Mmhmm

Glenn Livingston: They were not connecting with the patient and the patient was not getting better. And sometimes I would say to them, but what do they smell like? What's it like to be with them?

Bryan Todd: {chuckles}

Glenn Livingston: And I think that's the analogy of what you are describing here, of course you need to know the fundamentals. Of course you need to know the what the keyword volume is and how much it costs per click and what your ad grouping should be and what's the best position on the page and blah, blah, blah, blah, blah but what do people really want? So I love that you are talking about this and I would love to hear some examples about people you've seen rally rock this, people that really get it.

Bryan Todd: Yeah, there are people that get it and there are people who don't and I have examples of both, unfortunately. I really like the question what do these people smell like and it is true. Like for example, nobody that has ever wrote a Pulitzer Prize winning novel, ever did so without having a really good mastery of spelling and punctuation and good sentence structure and the ability to put together a paragraph that is really clear and understandable, right? But there are millions upon millions of people out there who are good at spelling and grammar and sentence structure and writing good paragraphs that are never going to write a Pulitzer Prize winning novel, because to write a Pulitzer Prize winning novel, it takes another set of skills, which is the ability to find something which is really important and significant and impactful and uncover it in a way that nobody else has done.

And so there are technical skills that you have to master and then there are really deep down human skills that you also need to master too and so on the question of what assumptions have you made that you've never questioned? I always ask questions like this: Is what you are offering what people really want to buy?

Is This What People Really Want To Buy

And Glenn, you and I got on the phone some time back and you and I happen to up until recently had been advertising and selling information to people who wanted to learn a foreign language. I have a whole website set up and information product that I was selling that did fine in the Google account. It was always good. It was well put together

but the product never took off and quite honestly I think the reason that the product never took off was because of something that you said in the very first two minutes of the phone call with me where you and I were going through and reviewing this and that is specifically this. I say on my web page, since I am teaching you how to learn a language, rather than teaching you the language itself specifically. The language was Chinese. I say on my website, I'm not going to teach you Chinese, I am however going to teach you the strategies that will allow you to learn Chinese.

Your very first comment to me was, you know Bryan, the first time I read that I actually felt disappointed, like oh, I wanted you to teach me Chinese. Glenn, at the time I didn't actually realize that that was probably the single most important observation that you could tell me, because the reality is people go and they click on Google ads because they want someone to teach them Chinese.

Glenn Livingston: Sure.

Bryan Todd: Right?

Glenn Livingston: Sure.

Bryan Todd: You know, and its kindergarten simple and I was never able to get my conversion rate above seven tenths of one percent on that particular product, so finally when I decided to drop the product and go back and rediscover some of the fundamentals of what the market really wants and what can I provide to the market, until I was able to do that, I had a product that was really, really good at satisfying what I thought was the need of the market, but honestly, the market felt very differently.

Glenn Livingston: If I can interject for a second, I think that you are making a lot of very important points. Well, first of all, I think that now that you are describing it, I think it goes even beyond what you are saying. I think that what people want is not so much for you to teach them how to speak the Chinese, but, they want to speak Chinese. They don't want to learn, they want to have learned and what educated good hearted people as marketers, tend to consistently fail at is understanding the difference between a need and a want and wouldn't it be much better for people to learn the principle of language acquisition. I mean if I learned the principals of language acquisition, I could go and learn Greek and Spanish just as well and I could go way beyond what your product shows me and become a much more fluent advanced speaker.

Bryan Todd: And by golly Bryan could do a fantastic job of teaching you how to learn a language, but ultimately, people just want to speak the language.

Glenn Livingston: And so the lesson for the marketer is in the fundamentals, are you making the mistake of believing that the market wants what you want them to want.

Bryan Todd: Right.

Glenn Livingston: Yeah, which is why I always say that the only marketing mistake is narcissism.

Bryan Todd: {chuckles} I would have to agree with that.

Glenn Livingston: Yeah.

Are There Enough People Searching For This On Google

Bryan Todd: I would have to agree with that. There are a lot of other assumptions questions that you can ask. I kind of write some of these down. First off, what you are I were just talking about, is this what people really want to buy? Number two, are there enough people searching for this on Google if at all, in order to make this product actually fly.

One example of that is a gentleman that I talked to just a few weeks ago. His business sold a lot of different products for IT departments and one of the products he has always had a difficult time selling on Google, was specific kind of software that IT departments can use, that will actually detect when employees are accessing pornography and pornographic images on their computers during work hours and will lock the images for them.

Now if you think about it, are there businesses that could use software like that? Absolutely, you don't want your employees accessing sites that they shouldn't be accessing, especially during work hours. But this guy and I and we sat down and we could not come up with any kind of keywords that anyone would search on that would actually indicate that they were looking for this kind of software. Because it's a great product and it's a great need but no one was looking for it. In the end, the decision was, you're just not going to be able to make this work on Google.

What I would recommend is that you do a direct mail campaign that introduces the concept to people that way, lets them solve the whole problem that way, rather than trying to do it through Google, because there is just no volume that you are going to get on Google. So there's that.

Glenn Livingston: Don't try to fit a round peg into a square hole.

Is This A Business Model That Can Ever Really Work

Bryan Todd: Exactly. Another question, is this a business model that can ever really work? I deal with this question a lot of times with people that are in MLMs and network marketing and so forth.

Glenn Livingston: I know a lot of people that really believe that those models can work. Tell me why you are specifically referencing MLMs and saying that maybe that can't really work.

Bryan Todd: We could do an entire call on the subject of MLMs and so forth. What I would say about the whole MLM thing is this, the MLMs that do work and the network kind of businesses that work and have been working for decades and decades from my understanding of it, they do work because all they really are is just a very sophisticated affiliate program that moves quality products that are useful to people. So if it's cosmetics, it fits nutritional supplements, if it's some kind of information what have you.

There are all kinds of businesses out there, that are MLMs that do provide these kinds of products and services to people and they work and the reason they work is the product and service is something that can stand on its own two feet. And if a person buys it whether they join the network or not, the product itself is a perfectly good use to a person.

Glenn Livingston: Got it.

Bryan Todd: Okay. As long as that's true, then you can probably make a network marketing business work just fine, because again, it's just like an affiliate program. Well, I sell an eBook, well if you want to sell my eBook I will give you some commission. If your friend wants to sell my eBook, then I'll give him a second tier commission and that's all fine and good. The affiliate model works anywhere and everywhere practically. The problem with some MLMs and unfortunately there are a lot of them that are like this is I guess I would say that the worst MLMs of all, that we happen to deal with are the ones where you join up and you go and you write Google ads that recruit people to recruit people to join up and go and write more Google ads.

Glenn Livingston: Sell the opportunity to sell the opportunity.

Bryan Todd: Sell the opportunity to sell the opportunity and that's just a regurgitation of the old make money from home addressing envelopes. Well, how do you do that? Well, you recruit other people to make money at home addressing envelopes.

Glenn Livingston: Right.

Bryan Todd: Etc. Etc. That's the worst of the worst unfortunately. There are other network kinds of businesses that look like they are selling really good products but when you go and you dig under the surface, you discover that they have other fundamental issues and they are really not working. I guess my advice to someone when they are evaluating a particular business opportunity.

Honestly, the best advice and this is two pronged advice, to ask two questions. In one of these two questions, you are probably going to find the answer that you are looking for, whether you ought to get involved in this or not. The first question to ask a person is, just ask them point blank, if someone is offering you an opportunity, say look, just how much money have you personally made this month from this opportunity? Because when you

ask a pointed question like that, very often that is the last question that they want you to ask them.

Glenn Livingston: Yep.

How Are You Going To Make Money

Bryan Todd: The other question you ask and again, it's a very simple question, okay, how are you going to make money? Or how do I make money selling this? And really in any business if the answer to that question is simple and clear, then you have a business.

And Glenn, I think that you would agree with this. If you ask us, if you ask Perry and me, Perry, how do you and Bryan make money? The answer is we sell information products and we do consulting, simple enough. How does person X make their money in such a business? Well, he sells the products gives us ten percent or a twenty percent or a fifty percent or a three percent commission or what ever it is and the commission is your money.

What was it that toppled Enron? It was that one reporter who eventually turned into a chorus of reporters that kept asking again and again and again and would not give up. How does Enron make their money? No, I'm sorry, you didn't answer the question, and can you please answer the question? How does Enron make their money and no one could give them a simple straight forward answer that that was eventually what lead to the downfall of Enron.

Glenn Livingston: So for all of the beginners out there that are feeling enticed by the adwords opportunities and make money possible scams. If you don't want to get caught up in a case of Enron-itis, the question is how do you make your money and how much did you make last month?

Bryan Todd: Yeah, and if it's a really good business then the answer will be simple and then the person can say, Well, I made fifty dollars last month, but this month I am going to make a hundred and next month I am going to make two hundred, fine. Good. That is a business model that I can follow.

If you ask them the question, how do you make your actually money and they say, well, you sell the product and you get a ten percent commission. Okay, simple enough, I say okay, I can go for that. So if the questions are simple and the answers are simple, then you probably got a good business that you can be a part of.

Glenn Livingston: Gotcha. I'm glad that I took you on this diversion because I get a lot of questions from people considering MLMs and wonder how to work it out with adwords and I think that is going to steer people in the right direction, so I appreciate you taking the time to answer that.

Bryan Todd: Well, you know Glenn, I honestly think that you could do an entire call on that topic and it's so important because we do talk to so many people week in and week out who are in business like this or considering businesses like this. I mean, some of the stories I could tell get actually very emotional.

Glenn Livingston: Well, because people are actually in pain. There are a lot of people out there in pain and they really want a quick solution and they want to believe that they can get a whole team behind them and the mathematics that are going to work.

Bryan Todd: Yeah.

Glenn Livingston: The truth is if there was anything out there that really worked that quick, then everybody would be doing it and it wouldn't work that quick.

Bryan Todd: Right.

Glenn Livingston: The good ones is that it is entirely possible to build a solid business system that does work with a few key core principles and some hard work.

Bryan Todd: Right.

Glenn Livingston: But it just, you need to face that reality and get down to it.

Bryan Todd: Mhmm

Glenn Livingston: So we got into that conversation because we were talking about some of the core questions that people who were having trouble making money with adwords were not really asking themselves.

The Core Message

Bryan Todd: Yeah, kind of the back up and take a big picture look. Am I really asking the right questions about this? Have I ever really questioned the ultimate assumptions about why I am trying to do this in the first place? Why am I trying to do this particular way in the first place? So another question in the list that is really critical is; have I hit upon the core message yet, that's really going to resonate with my audience? Have I really hit the silver bullet?

I can think of two very diverse examples of this. One is a project that I am actually working with a woman on right now. So we are kind of in the middle of this and we are still in the learning process, but I do think we have had a breakthrough of sorts. It is a gentleman that we are working with right now who sells a six week training course to people who want to learn some specific software related skills related to IT.

So for example, he offers you Microsoft .NET training and it's a six week course and you pay a specific amount and at the end of the six weeks, you get certification and that enables you to go and get a job.

Now, we had kind of a large group meeting with this gentleman and a whole bunch of other people who were in some different businesses and we were kind of going over his website, his Google adwords campaign and so forth and his whole advertising model as a whole and several people raised a question that I think is very, very simple and very, very fundamental, but it really was the turning point in I think him getting a message that is going to work and that was this. His audience is guys that are fresh out of college that have a degree in computer science or something IT related and do forth. Why are they coming and looking for training in .NET in the first place? The answer is because they have a general computer science degree but they don't specialize in anything and if they can just get certified in one of these things then they could get a job interview and get a job.

Glenn Livingston: Interesting.

Bryan Todd: So it was pointed out in our group discussion that if you really want to have a message that resonates with people, what you have to offer them is not, you're going to get trained in .NET and you're going to learn this and this and this and this, what you're really offering people is a job. And the nice thing was, this gentleman that we are working with, he actually already does have companies lined up to do interviews with the graduates of his program, but he never inserted that little factoid into his marketing message and in fact, we had to dig it out of him.

And so the way it works now and he has now made this the headline of his landing page and he has put this in his Google ad, what he offers people now is, if you come and you take my six week program and you finish in the top half of the class, I guarantee that six weeks from now, XYZ company and he does in fact tell you the name of the company. He says, I'll guarantee you that XYZ Company will schedule you for an interview, six weeks from now and of all the interviewees, three of them are going to be hired. So now, he has this whole offer, which is really the core of what these guys want when they get the training in the first place and that is. You're going to come, you're going to get the six weeks training and then you are going to be guaranteed a job interview, if you do well in the course. And once you know that, as far as I'm concerned, you hit the silver bullet in the market.

Glenn Livingston: I think that is an absolutely amazing example and if it's okay with you, I'd like to back up and template that a little bit and add a little twist to it.

Bryan Todd: Yeah.

Features and Benefits

Glenn Livingston: In my days of consulting for AT&T, Novartis and all those big companies, we'd always talk about the benefit of the benefit of the benefit. Which meant that, whatever you think you're selling, ultimately, you are catering to human needs and you had to trace that pathway to get to the ultimate human need that you were fulfilling.

Bryan Todd: Right.

Glenn Livingston: So in this case, the guy thinks he is selling .NET training. You have to ask him and the way to do this is to actually get into a conversation with your customer and ask what do you want .NET training? What would that do for you? Well, you know, I feel like I should be certified and that would get me a better prospect of getting a job. Well, what kind of a job would you like to get? Well, I would like to get a job working for one of these companies. What's good about that? Why would you want to do that? And you keep asking, what's good about that? What's good about that? What's good about that? Until it becomes ultimately clear, what is that feature, the .NET training, really linked to?

And if you follow it even one step further ultimately, you'll get to a sense of security, a sense of power, a sense of accomplishment and that can form the mood and tone of all of the advertising copy and your communications with your clients and everything like that. I guess what I wanted to leave people with from that example was, take a step back right now, think about what do you think you are selling and can you ask the question, what is the benefit of that and then when you get the answer back and you ask it again and again and again, until there are no more answers and then if you look at those answers that you came up with, what are you really selling. I am sorry for getting so excited and on a soap box about it.

Bryan Todd: No, now Glenn, I have listened to your conversation that you have with Sharon where you have ultimately traced all of these benefits, no matter what the market, not matter what the product back to four crucial issues of a persons self esteem and that for me is a tremendously valuable conversation. Of course, it's a whole conversation of its own.

But yeah, that was exactly what was working in this guy's case, okay; you want the training, so that you can do what? And when you answer that what, it opens up whole new possibilities for what you can talk about in your marketing. And eventually I believe, based on what you said, that if you take the conversation far enough, you are either overtly or covertly going to have in your advertising copy and in your whole sales process, suggestions that the person is going to feel better about themselves in the end. Now, in some markets you say that explicitly and in some markets you don't it's just implied, but that is an excellent template.

Glenn Livingston: So the reason that we were talking about that is because you are trying to go through the list of fundamental questions that people need to ask about what they are trying to accomplish with adwords if they are having trouble making money.

Bryan Todd: Right.

Glenn Livingston: This question was, am I really selling what they want and is the advertising model, really what it should be.

Bryan Todd: Exactly and I can give you another example from a very different market that kind of asks the question of, do you really have the silver bullet yet? And you correct me if I'm wrong, because maybe you've been watching television and following these markets a little longer than I have, but this is just a little perception of mine.

Ten years ago, if I turned on the television and I saw ads for some of those weight loss programs such as Jenny Craig, Weight Watchers, NutriSystem and so on, ten years ago, from what I can remember, the majority of the ads, featured women trying on new dresses in the store. They had big smiles on their faces. Maybe they pulled out the tape measure and they kind of measured their waist and it was good news because they lost a few inches and they were happy and they were confident and they had the new dress on and they were going out on the town and so forth. That was what pretty much all of the weight loss advertising for those major companies was usually about.

What I've noticed very recently and I only noticed this because Dan Kennedy pointed this out, almost in passing in a conversation that I was overhearing once. What you see now in weight loss advertising, particularly on television is food, food, food. Like, the ad from beginning to end is giving you all of these images of food and of people eating and if you see their ads in magazines, there are these beautiful photographs of all these different types of foods and if you go to NutriSystem dot com and Weight Watchers dot com and Jenny Craig dot com, invariably on all of these pages is going to be a picture of food, because the advertisers have discovered that for whatever reason related to our inner thinking, our lizard brain, and our most basic human instincts. When you get on the subject of diet and weight loss, invariably the conversation turns to food. Because that's what people are really thinking about so what people want more than anything is to know that they can lose weight and still eat, right?

Glenn Livingston: Yep, and so we are going to show you all of these pictures of all this great crap you can eat and still get skinny.

Bryan Todd: That's right. And so the more food you sell, the more weight loss you sell. In fact, NutriSystem is doing exactly that. If you go to the NutriSystem home page, they are like, you sign up with NutriSystem and you will get fourteen days of food. It's like wow, and to my knowledge this was not being done, certainly not twenty years ago. And so, it's just kind of a discovery of what makes the market salivate, forgive the pun, but there may be some silver bullet that you could have with your market that you just haven't discovered yet. Or like you said, you ask the question, what is the benefit of the

benefit of the benefit and you haven't gone through and thought through that process yet. And there in could like a real breakthrough for you.

Glenn Livingston: Absolutely.

Choosing The Best Marketing Model

Bryan Todd: Another question and this is not an exhausted list by any stretch, but it is a good starting point. Another question that I think is important to ask is, is there some sort of advertising or web structure model that might work a lot better for you in your particular market. So for example, Perry and I sell our *Definitive Guide to Google Adwords*, we use what is now kind of the very standard old fashioned information marketer's opt-in followed by email series, followed by sales letter followed by purchase kind of model.

Glenn Livingston: I use it all the time, sure.

Bryan Todd: Yeah, you use it. I use it. In so many markets it is so effective, its kind of a take off on what direct marketers have been doing for the last hundred or three hundred fifty years anyway. But, a lot of people struggle because they are trying to make that particular model work and it may not be that model that works in their business at all.

Ari Galper had a real breakthrough when he moved to a primarily chat based model where you engage a person live on your website and you get them in conversation. That's not necessarily going to work in every business and so forth, but that may work better for you then just having the opt-in model. You can engage a person, if you can start a conversation with the person right there live on their site, then you can turn that into sales.

So in Ari's particular case, it exploded his business, simply because he just questioned the assumption, is the opt-in model absolutely the best approach I could take? He discovered well, probably not. He discovered there is probably a better model that would work. Another model is the ecommerce model. Maybe I am trying to sell things via n opt-in and maybe I should be using just a simple ecommerce page. Or maybe I am using an ecommerce page when what I could really be doing is an opt-in model.

Glenn Livingston: Bryan, when you are talking about an eCommerce page, you are really taking about a shopping cart, like a catalog page?

Bryan Todd: Yeah, a catalog page. I had a conversation with a lady last week where she's doing that and broadly speaking, she sells gift baskets and they are specifically for infants and babies and children and so forth. She made it clear to me on the all as we were talking that her particular market. You know, there's the Ford of gift baskets and then there is the Lincoln Mercury of gift baskets and she is the Lincoln Mercury and she's running an eCommerce model and she ha a brick and mortar store that sells the

exact same thing. It's kind of a boutique. The boutique is running really well, the brick and mortar has been successful for years. She has been far less successful with the particular eCommerce model she has been using.

So we are still in the learning process of this, but my suggestion to her was, I bet if you kind of tweaked that eCommerce model, I bet you might be able to come up with something that might work a little better for you. And what Perry and I like is the J. Peterman model, and I don't know how many people are familiar with the J. Peterman catalog, they are at J. Peterman dot com, what that essential is, you look at one product and you have brilliant copy that tells a story, that tells you a product via a story. So we've recommended that to many people and people have implemented it and found that that gives them a real breakthrough.

In other cases, it may be that you don't want people to opt in or you don't want people to buy online, what you really want is people to pick up the telephone and call you. This happens all the time when I talk to people and they mention in passing, well I don't know what we are doing wrong, when someone calls me on the phone, I swear I can convert seven out of ten callers into sales. As soon as someone tells me that, I say, oh, well if your conversion rate over the phone is that good, then I would strongly recommend all of your efforts into simply getting people to pick up the phone and call you. It's not so much that you want people to buy off the site. It's that you want everything off the sight to really push and encourage a person just to pick up the phone and call.

Glenn Livingston: Got it.

Bryan Todd: If they can just do that and you can convert seven out of ten of those people into buyers, and then you've got a business that is really going to scream. It's really interesting for people that come to us or consulting and they want us to make their Google adwords work, usually the thought is they want to do the exact opposites. They'll say things like, well, I thought we were trying to automate this. I'm like, well, I think you are just trying to make money. And if you don't mind answering the phone, which it doesn't sound like you do and you know that you can convert seven out of ten of your visitors, then play to your strength, Maybe the assumption that you were going to make this an automated thing, is really an assumption that is not going to really work for you.

The Internet Is Not Your Business

Glenn Livingston: It's so frequently a competitive advantage, if you think of the internet as something that supercharges your business, rather than something that does your whole business entirely for you. It can be such a competitive advantage, because so few marketers use it that way. Everybody is so caught up into computer making money for them and they are just going to sit on the beach in Hawaii, but when the internet does the bulk of the screening and advertising of customers and you make the conversion. I've seen a lot of people make that model work very well.

Bryan Todd: See, I think what you said there is just absolutely priceless, and I'm surprised I haven't heard it before. Maybe I have heard it; it just didn't resonate with me before. It's the difference between the internet is going to supercharge my business, versus; the internet is just going to do all my work for me.

Glenn Livingston: The internet is not your business; the internet is a catalyst for your business.

Bryan Todd: It is and maybe much more fundamentally than that, the internet is a way for you to do with more people and do so better, what it is you already do anyway.

Glenn Livingston: Exactly.

Bryan Todd: So Ari Galper is an excellent example. Ari already had this tremendous ability to work with people and empathize with them, he is just gold in that way, so he took the internet and he turned it into an opportunity, simply to connect with people and have conversations with them and that's huge. So in the end, Ari is still doing what Ari has always done, he just now has the internet as a medium to do that and reach a whole lot more people and make a whole lot more money doing it.

Glenn Livingston: Very true. You know Bryan, as you're talking about these different models and I think that it's a critical question for people to be asking, am I using the right macro level marketing model for my area. Since you've seen so many campaigns, I'm wondering if you have some thoughts about what types of businesses do better with the traditional opt-in and sales letter model and what works better with the J. Peterman model and when do you need to get people on the phone? What do you think about what fits where?

Bryan Todd: Well, I can kind of answer that list backwards. The J. Peterman model works with literally anything where you could tell a story and the story itself would sell the product.

Glenn Livingston: Okay.

Bryan Todd: I wish that I could be more specific, I know in the case of the lady with the gift baskets. If she could just tell a short story about what this gift basket actually does, maybe include a testimonial for it. Then I am convinced that it would move far more products than just having a page full of the products. Now, the interesting thing about J Peterman, this is a digression, may be valuable, maybe be not.

The interesting thing about J. Peterman was, they tried to open a chain of retail stores and it eventually killed their business, because when you walk into a retail store, and you pull a shirt off a rack, there is no one there telling you the story of the shirt anymore, its just a shirt hanging on a hanger., whereas, when you are looking at a catalog and you are looking at something on the internet. If there is a story to tell and you can do a brilliant job of telling the story, then the product is going to take on all kinds of value that it would

not have just sitting on a store shelf. So whether it's an eCommerce kind of set that's just got a lot of storytelling on the product pages or it's a sales letter. Anything, where telling a story will work for you, the J. Peterman model will work for you. The sales letter can work very well for you.

Gary Halbert wrote a very excellent sales letter about keeping your colon clean. That interestingly enough sells a colon cleanser product online. If you go to the particular website, you can take a look at how that model works. That's at ultimate colon cleanser dot com.

Glenn Livingston: Just what I need today. Before this call I was thinking I am hoping Bryan tells me where I can get my colon cleaned.

{chuckles}

Bryan Todd: That's what we were all hoping for.

Glenn Livingston: Right.

Bryan Todd: But yeah, if you want to go take a look at that, there is a story to be told about that that can actually help move a product, no pun intended.

{chuckles}

Glenn Livingston: So okay, I am getting a sense of what you are saying.

Simplicity On The Other Side Of Complexity

Bryan Todd: Yeah, the whole theme that we are talking about is this and that is, the ability to take a step back after you've been in the market and after you've really been trying to sell to people and maybe you've had good success, but you want it to be great success. Or you've had no success and you just want good success. The ability to take a step back and find something very simple that you're doing that you could change or some simple assumption that you've made that you could now question and kind of turn around. I like to call that, the simplicity on the other side of complexity. And I owe Oliver Wendell Holmes a debt of gratitude for that little comment.

That is, after you've been in a market and you've worked with all the complexities of adwords and the complexities of doing the business, once you're kind of able to work through that and kind of get to the other side and see the real simple issues, that are either making the business work or making the business not work, its that simplicity after you've worked through all the complexity that is really, really, rally invaluable. And, the best consultants that I know, the best marketers that I know, the best copywriters that I know, the experts in any business that I know of anywhere, are the ones that have access to that simplicity beyond the average guys completely. Does that make sense?

Glenn Livingston: Yeah.

Bryan Todd: Can I clarify that at all?

Glenn Livingston: Kind of like when you go to see a doctor, the doctors that are most reassuring and really the ones that make the most money are the ones that can speak in plain English.

Bryan Todd: Yeah.

Glenn Livingston: And the doctors that revert to using Latin phrases and are referencing these complicated scientific studies are the ones that you feel like you have to be a scientist in order to be treated by them.

Bryan Todd: Right.

Glenn Livingston: And so, I guess the goal here is to be looking for the simplest way that you can state the primary benefits in your business.

Bryan Todd: Don't ever under estimate the value of coherence.

Glenn Livingston: I think the sniff test for this is if you could put it into a "wouldn't you like to _____?" sentence structure, then you know you've got it. For your .NET example before. Wouldn't you like to get an interview at so and so in the next six weeks.

Bryan Todd: Yeah.

Glenn Livingston: Once you can put it into that simple "wouldn't you like to _____?" sentence structures, and then you know that you've got it.

Bryan Todd: That's really good. You know, I've seen a lot of businesses and I've been a part of organizations that try to do all kinds of different things or their customers and clients that they service and being a part of those organizations that I find that some of the ones that I've been a part of, the most difficult thing to do is to answer the simple question, what it is that this business actually does? Or what it is that this such and such a non profit organization actually does? There's one in particular that I still volunteer for and in fact I am on their board, that one particular weekend, I sat down with a couple guys and we tried to summarize in one single sentence., what it is that the organization actually does and who they serve. Like one single sentence, like elevator speak kind of sentence. In the case of the guy that sells the .NET training, we help guys fresh out of college get training, get interviews and get jobs, in the IT world. I sat down in a meeting with these guys in this non profit organization and we sat and we scrapped and we brain stormed and we could not come up with any coherent one sentence statement that described what the organization did, that any of us could remember five minutes after we came up with it.

The Essence Of Adwords

Glenn Livingston: Bryan, I am sorry for interrupting you, but I feel like we are circling back now to the essences of adwords, to the essence of success with adwords because the constraints of the seventy characters of text and the twenty five character headline you have requires that you are able to do this with your business. It requires that you really know what that one primary benefit is. And if you can answer all these fundamentals it really make sense that, this is the insight that you've come to, people are not really addressing the core fundamental marketing questions in their business and that's why they are not succeeding with adwords.

Bryan Todd: Right.

Glenn Livingston: Not because of the technicalities, because if they can do that. If they can get that into a Google adwords, well then, from the moment that someone passes through that gateway and clicks on that Google adwords, the entire experience is going to be consistent with that primary benefit that was conveyed and everything is just going to click into place.

Bryan Todd: Yeah, if I get someone on a call and I'm consulting with them and I ask them, okay, what it is that you sell and who do you sell to? If it takes them any length of time at all to answer that question, then I know that that's probably something that we need to work on before we get into the adwords campaign. But yeah, if you can articulate we sell X and we do it for this particular group of people and it benefits them in this exact specific way, if that's really clear to you and this was your point and if you can articulate the benefit of this in a very clear and very succinct way, then you do have a very powerful adwords campaign sitting in front of you just waiting to be written.

I mean, ultimately, what is a successful adwords campaign? It's this; a person thinks to himself, you know, I really want X. They go into Google and they type in I want X. And they see an ad there that you've written and your ad says, you want X, good. We're going to give you X. and then the URL at the bottom says, get X dot com.

Glenn Livingston: {chuckles} Right.

Bryan Todd: And they click through and the landing page says you want X, you know, in fact, good landing pages often repeat what the Google ad says. So the landing page says, You want X, very good, we are here to give you X. Now, let me tell you exactly what steps you will need to take in order to get X. Number one, fill in the form in the bottom and that will be step number one in you getting X. Or, pick up the phone and call this 800 number and we will give you a step by step explanation on how you can get X. Or, enter your credit card number down in the field below and we will send X to your house. It's really that simple. If I want X, you echo that right back to me.

I get to the landing page and you offer it to me, you know exactly what I want. You know exactly how I want it. You tell me exactly how I am going to get it and I get it. So,

like you're saying, you know the benefits of what it is that you offer. You know exactly what it is that people want, that has them searching in the first place. If I catch you in an elevator and I ask you, what it is that you sell, you can give me that little nine second elevator speech before we get to the next floor. You say, to the people that want X, I give them X. and your landing page matches your ad, you make it crystal clear, simple and obvious, of what exactly a person is supposed to do. What steps they need to take in order to get whatever it is that they are looking for once they get to your site and so forth and when you have all that in place, you have a business that really screams. In the end, it's the people that don't succeed that are on some level or another, not doing exactly that. Does that make sense?

Glenn Livingston: It absolutely does. Another way, that I might have of saying that is, what you are talking about is extending the principle of hyper-relevancy all that way from the moment that the user types in the keyword, through the landing page, through the sale, and I would even say through the experience of customer service. There is an experiment that I have not tried that I keep meaning to do.

Bryan Todd: Mmhmm.

Glenn Livingston: A lot of my work has to do with the enormous differences between subtly different keywords.

Bryan Todd: Yes.

Glenn Livingston: Guinea pig verses guinea pigs plural.

Bryan Todd: Right.

Glenn Livingston: And I often wonder, especially when you are selling an electronic package where there is no cost for doing this. What would happen if I not only changed the landing pages and changed my auto-responders to make that X that they typed in, but what if I actually changed the book cover and the first 250 words of the book to be focused very specifically on the landing page that they want to. Would my refunds go down? Would my up sells to back end products go up? I have to believe they would, it would just be a matter of whether it was worth the time and energy to do that.

But the bottom line is that the way that the world has evolved and what people can get on the internet, is more and more what is exactly for me. I took the time to cram my entire experience and set of thoughts and desires and concerns into this little tiny search box in as few words as I possibly could and I'm giving you this information, I don't want you to throw it out. I am going to buy from the person that makes the most attention to what those words mean and treats me like that all the way through the customer experience. I think that that is the internet marketing insight for the century. I think that once people get that and extend that throughout their customers experience, that's really the sales multiplier. That's what makes things happen on the internet. That's my opinion.

Bryan Todd: Glenn it was, I want to say it was a good five or six years ago. See, I never used to be in marketing at all and never even pictured myself having anything to do with marketing. You know some of the reasons for this; because I used to work for gallop polls, doing cold call interviewing was a nightmare for me, even though I did it for a year and a half. And it convinced me foolishly in order to sell to anyone; you had to interrupt them, bother and cajole them and so forth. So I just believed that the only way to sell to people was to do that therefore, I'm never going to sell anything to anyone.

Well, it was actually reading Perry's materials that kind of revolutionized my thinking on that. And amazingly, the simplest, clearest and most succinct piece of advice that has stood the test of time in all of my experience, in all of my marketing is just the simplest and most basic principal of marketing that either you are doing it right or your not, or you're executing it to perfection or your not.

It is so simple, something that I read five, six years ago for the very first time and it is still every bit as true and every bit as relevant to everything that I ever do in marketing as it was then. It was just this; the customer has a conversation going on inside their head. Or the customer has a story going on inside his head. If you can just simply echo that conversation, or read that story back to him, you have his attention and he will buy from you, kindergarten simple. It is the basis of marketing. And anybody who gets away from that, stops making money. So what you are saying here now, its not just that initial sale, its continuing that conversation, on and on and on and on, through all of your products and your backend, as long as there is a conversation to be had and as long as it is going on just continue to echo and echo and echo and echo and you will have that persons loyalty.

Glenn Livingston: Sure, it's kind of an advanced thing to do and this is an interview more for beginners, and I don't really want to confuse them with it. I think it's really a good point that we are making. I think the simplest thing that people can do as they are getting started is store the keyword in the opt-in list along with the persons name and email. Because if you don't know how to do all the things we are talking about right now, six months from now, a year from now when you are more experienced with internet marketing, you'll have that information available from the customers that purchased from you and you'll track them back and say of course it makes sense that they bought this product and they had this problem with it or this is what they liked about it and this is what I want to do with it next. It will be a tremendous asset for you to be able to reach back and send a message to everybody who typed in this keyword six months ago. Don't throw that information out.

Bryan Todd: That is really valuable to store the keywords that they typed in and then go back and sort your list according to that and go back and talk to them specifically based on that. That's really good. I like that.

Glenn Livingston: Yeah, so Bryan I am looking over the outline and I'm very excited about all of the things that you covered. Is there anything that you wanted to have the

chance to say that you didn't have a chance to say, or something I should have asked you that I didn't?

Bryan Todd: Just to reinforce the theme that so often it's simply questioning the most simple things that can provide real breakthrough for you in a market. Again, this goes back to the theme of what I like to call the simplicity on the other side of complexity. If you don't mind me going on a little science diversion here, this will be brief. Probably the single best example of this in all of the history of science is Einstein's little formula $e=mc^2$.

Einstein had a brilliant mind and was working with the research and the hard work and the labor and the studies of hundreds and hundreds of years of physicists and astronomers and so forth and he just had the imagination to ask the very simple question, which was, we've always been assuming that time and space are fixed. What if we imagined that they weren't? What would the universe be like then? And very simply by asking that simple question, he just blew open the door to relativity and relativistic physics and created the greatest revolution in science of the early twentieth century.

And when all was said and done, he came up with a very, very simple mathematical formula. $e=mc^2$. A third grader can see $e=mc^2$ and recognize that its simple and it's this guy named Einstein. A high schooler can do simple physics calculations using that formula. To actually pick apart the full meaning and implications of it would take multiple advanced degrees and that's all fine but in the end it was something very simple.

I just consistently find that the solutions to all of the greatest marketing problems and the keys to a person to being most successful in Google ultimately comes down to something very simple usually, a simple answer to a simple question. Just something that you've never questioned before and you need to question it now. Or something that you've always been doing one way, you need to kind of back out and say, hey, we need to do this another way and you really can have a breakthrough. One breakthrough that one gentleman experienced that Perry and I coached with, ironically involved him stopping his Google campaigns entirely and finding a different medium all together.

Glenn Livingston: Really?

Bryan Todd: Yeah it was a guy that went through our coaching program, a year ago spring I think and he was in business of dealing with distress properties and people that had to sell their properties in a hurry. So he was working on Google trying to get Google clicks and really make this work and get people to sell them their homes so he could turn it over and make a little money from it and he wasn't have a tremendous amount of success on Google. One day he listened to a call that Perry did that was about the subject of offers. It was actually Perry talking with Dan Kennedy and Dan told Perry about the old National Enquirer ad that's been there for sixty or seventy years that says corns gone in five days or money back.

Glenn Livingston: Yes.

Bryan Todd: This gentleman heard the call and he thought, I wonder if I could do that with my, like I could take some real simple offer like that and I could turn it into something that would make people sell me their properties. He had the idea, okay, why don't I do a postcard campaign and he wrote this offer on it. The offer was, I will buy your house within five days or I will pay you a thousand dollars. He went and he printed up 500 postcards and printed this up on there, phone number, return address, sent out the post cards. Most postcard campaigns maybe get 1% maybe 2% if they're good. He got a five percent response on this and suddenly started doing these deals left and right because people were responding and taking him up on his offer.

He calls me a few weeks later and says, well, you know Bryan, thanks so much for your help the Google adwords coaching has been priceless, but I have actually turned off my Google campaign and now I am going full bore into offline marketing, post card campaigns because it's just working too well for me. Now he is making, depending on the month, ten thousand, twenty, fifty thousand dollars a month just buying and selling properties this way, using direct mail. And he did that, just because he stopped and he said, do I necessarily need to be using Google adwords to do this, no necessarily, why don't we try another medium. That made all of the difference in the world to him and his business. So, Perry and I just consistently find that it's the simple things that make the biggest difference.

Glenn Livingston: What I really love about you guys is while you teach Google adwords better than anybody else in the market in my opinion, really what you are teaching is a set of marketing principles that underlie Google adwords and when you are looking at peoples campaigns and business, you are really looking at systematically and what's really best for the whole business, like you are willing to talk yourself out of a job if you need to.

Bryan Todd: Absolutely, I just think that any marketer and any coach ought to be willing to talk themselves out of a job, if in the end the goal is to get at the truth and really help the person accomplish what they need to accomplish, then I think any good person with integrity is going to be willing to do that.

Glenn Livingston: Sure. Well Bryan, this has been just terrific. I want to thank you for your time.

Bryan Todd: I really enjoyed this Glenn.

Next Page Please

BRYAN'S BOOK: DEFINITIVE GUIDE TO GOOGLE ADWORDS
<http://www.AdwordsMarketingMuscle.com/Links/DefinitiveGuideLetter.php>

-- AND --

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Drs. Glenn and Sharon Livingston help entrepreneurs and small businesses get MORE customers for LESS money (and sell more to them) using laser precise pay per click and emotional marketing methods. Both trained as psychologists, they've consulted for more than fifty of the Fortune 500, and subsequently used the same techniques to grow their own information publishing business via PPC marketing on a straight up curve! For the whole story, see <http://www.ppcx7.com/About.shtml>

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