



(The Livingston Broad Match Magic Approach)

A Paradoxical Method for Carving Out
Your Slice of **High Volume, Ultra Competitive
Keyword Markets** in AdWords and Beyond

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INTRODUCTION

In contrast to the title and the cover, the Livingston Broad Match Magic approach really isn't magic at all.

"Magic is Technology Before Its Time" (I forget who said that).

The method we'll be discussing is just a common sense application of practical marketing principles which has not been well articulated to date, is largely novel to most advertisers, and should seem like magic if you haven't used it before.

We won't be talking about technical applications in AdWords, like utilizing hundreds of broad match adgroups or dozens of campaign (*I actually recommend you make ONE adgroup your focus with a SINGLE keyword in it*), or the extensive use of negative keywords and quality score improvement techniques, which are admittedly essential for making broad match work.

That's because I've commissioned entire FREE webinars on these TACTICAL topics, and you can (and should) review these below entirely at your liesure:

- Ø NEGATIVE KEYWORD TECHNIQUES: www.NegativeKeywordVideo.com
- Ø QUALITY SCORE WEBINAR: <http://www.rocketclicks.com/QualityScoreWebinar.htm>

What we WILL be doing is looking very closely at the implications of a common broad match approach which is entirely fallacious, even though it's the one taken by 90% of advertisers from what I can tell.

I hope to open your eyes wide, and turn your thinking on its head! If you go home tonight slapping yourself on the head thinking "why didn't I think of this before" then I will have done my job.

If you go home tonight fantasizing about slapping ME on the head for not telling you this earlier, I will have done my job even better.

However, if you climb up on top of a clock tower with a deer rifle shooting at people who remotely resemble me, then I probably went too far. (So please don't do that, OK?)

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THE PROBLEM

1. To succeed in competitive Adwords market, you need an **ultra-strong center of gravity**. This boils down to a **SINGLE** bulls-eye keyword which you understand better than anyone else in your market, the selection of which is the main focus of the formulas I present in my hyper-responsive club (www.GlennSentMe.com) Accomplished correctly, this yields higher click through, conversion, and quality scores, and **IN BROAD MATCH** allows Google to expand your traffic far and wide.
2. It's **VERY** difficult to establish a strong center of gravity **ON HIGH VOLUME COMPETITIVE KEYWORDS** (*like "weight loss", "credit repair", or "make money"*) because (a) a multitude of different needs and concerns are represented by these single keywords, so no one ad can ever address a large enough percentage to obtain a high click through rate; (b) it's very difficult to **CONVERT** the visitors due to the wide variety of different needs and expectations; (c) the big prices prohibit doing experimentation to improve CTR; (d) in the absence of an immediately high CTR in such markets Google very quickly lowers your quality score and prevents you from playing the game altogether!

HOW MOST ADVERTISERS APPROACH THE GAME

First of all, for all the reasons above, it's **RARE** for any one advertiser to achieve the bulk of the traffic on high volume, competitive keywords.

You can verify this for yourself by tracking any of these keywords in Affiliate Elite or Ispionage for a month to see how many vendors maintain a first or second page presence on more on than 40% of impressions. You'll find very few as compared to more specific, lower volume, less competitive words.

On the other hand, use the same tracking tools to look at the overall number of vendors paying for ads on the same words and you'll find disproportionately **MORE**.

In other words, on highly competitive, high volume, general terms you'll usually find a LOT of competitors, with NO ONE taking the lion's share!

You can take my word for the above as I've done it several times... you don't have to go through the exercise! *(The exceptions are usually well established, instantly recognizable and trusted brands which have spent Billions on advertising over the years, though on rare occasion a smaller vendor with a LOT of proof and exceptionally well written copy may sneak into the mix. This is the exception and NOT the rule)*

Let's take a minute to think through the implications.

- First, in the wide, wide world of Adwords, the vast majority of advertisers, even those with very deep pockets, have not yet figured out how to crack the code on ultra-competitive, high volume general keywords
- There's room at the top
- There must be a better way

And there is. (Keep reading, you'll be happy you did)

WHAT EVERYONE IS DOING WRONG

As crazy as it sounds, most adwords advertisers seem not to have figured out the need to apply basic "positioning 101" to these general, high volume, highly competitive terms, and as a result they have an exceptionally weak center of gravity, at best.

For example, people trying to crack the "weight loss" market approach the weight loss keyword more or less *generically* with something like:

[Fast & Safe Weight Loss](#)

Lose Weight Quickly – Proven Safe

New Medical Diet Works Fast!

www.LoseWeightFast.com

It's worth restating that there are TWO major problems with this type of an approach.

First of all, it's unlikely to get a very high click through rate because of the competition level, the degree of skepticism, and the sheer number of advertisers making similar claims.

But more importantly, the visitors who DO click through will be of such tremendous variety, and will be comparing your site against such a mindblowingly large number of alternatives, that your conversion will be miniscule.

Everyone wants fast and safe weight loss. It's the price of entry into the weight loss market. Practially all the vendors claim to provide it.

The user has no expectation of anything which distinguishes you from the pack when they click through. They're extremely skeptical, and not necessarily matched to your offer. More so than average, they're thinking "bullshit" even as they read the first word of your landing page.

Your screwed before you get out of the gate (seriously).

Here's what the math might look like for 1,000,000 impressions on such an ad:

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Doing the Math on the **Wrong Approach**

(Assume 1,000,000 Impressions and a \$49.95/mo Supplement for Sale with an Average \$420 Lifetime Customer Value after Cost of Goods)

	Fast & Safe Weight Loss Lose Weight Quickly – Proven Safe New Medical Diet Works Fast! www.LoseWeightFast.com	
Keyword	Weight Loss (broad match)	
Click Through Rate	0.27%	<<-- very low due to multitude of needs and volume of competitors
Cost Per Click	\$4.15	<<-- very high due to low click through rate and quality score
Conversion Rate	0.23%	<<-- very low due to diversity of needs of visitors, and lack of qualification before click
Number of Visitors	2700	<<-- 1,000,000 x 0.27%
Number of Sales	6	<<-- visitors x 0.23%
Total Advertising Cost	\$11,205.00	<<-- (cost per click x visitors)
Advertising Cost per Sale	\$1867.50	<<-- (cost per click x visitors) / # sales
Total Lifetime Value	\$2,520	<<-- lifetime value X # of sales
Visitor Value	\$0.93	<<-- total lifetime value / visitors
Net Profit per Visitor	(\$3.22)	<<-- visitor value - cost per click
Total Profit/Loss	(\$8,685)	<<-- total lifetime value – total ad costs

THE LIVINGSTON BROAD MATCH MAGIC APPROACH – **BE DELICIOUSLY DIFFERENT!**

THE LIVINGSTON BROAD MATCH MAGIC APPROACH

In the *Livingston Broad Match Magic* approach, we attack a high volume, competitive keyword by positioning ourselves for dominance *on its soft underbelly* ... a lower volume, related keyword in the same market.

This empowers Google to expand our exposure to the primary target using fuzzy logic on broad match bids for the lower volume word.

It also empowers us to obtain a Click Through foothold on the higher volume, primary target via direct bids. We'll never get an *astronomical* click through with this strategy, only something which convinces Google to let us keep playing (maybe 1%).

But we CAN OBTAIN A MUCH ENHANCED CONVERSION RATE because the visitors are so much better qualified, and will have a singular set of expectations as they come through. (*Further, we will have thoroughly studied that singular conversation in the prospect's head*)

This results in a much higher overall visitor value, and a winning formula for the HIGH VOLUME, HIGHLY COMPETITIVE keyword.

For example, instead of using a generic weight loss position, what if we chose a lower volume, related keyword in the market like "emotional eating". (*By the way, this is a real example and you can WATCH my personal approach to entering the highly competitive*

weight loss market starting in month #3 of
www.HyperResponsiveMarketingSecrets.com)

Here's the ad we might put on the "weight loss" broad match term (as well as the "emotional eating" broad match):

[Emotional Eating Cure](http://www.EmotionalEatingCure.com)

How To Restore Your Sanity When
Food Becomes a Four Letter Word!

www.EmotionalEatingCure.com

The idea is that by standing out with a "deliciously different" positioning we can attract enough clicks for Google to let us keep playing, reduce our cost per click as compared to our competitors,... but really WIN the game because the visitors are of a unitary mindset when they come through.

In other words...

People initially thinking "I want to lose weight quickly and safely" (the default conversation in the market) see this kind of deliciously different ad and think *"Hey, maybe the problem IS that I eat emotionally, that's why I don't have any willpower, and it IS driving me crazy!"*

Can you see where I'm going with this?

When they get to the site, I've actually overcome all the skepticism about "fast and safe" by making it a non issue.

I don't have to prove that I'm faster and safer than hundreds of other vendors, only that I understand emotional eating and how to cure it better than one or two competitors, at best. *(By the way, "How to Restore Your Sanity When Food Becomes a Four Letter Word™" is trademarked... but you're welcome to compete with me in this market if you don't mind getting your butt kicked J)*

And so instead of getting a miniscule conversion like one might expect on the preceding, generic ad, I can expect to do as much as 5 to 10 times better on conversion (really) and the math might look something like this:

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Comparing the Math on the Wrong vs. **Right Approach**

(Assume 1,000,000 Impressions and a \$49.95/mo Supplement for Sale with an Average \$420 Lifetime Customer Value after Cost of Goods)

	WRONG APPROACH		RIGHT APPROACH	
	Fast & Safe Weight Loss Lose Weight Quickly – Proven Safe New Medical Diet Works Fast! www.LoseWeightFast.com		Emotional Eating Cure How To Restore Your Sanity When Food Becomes a Four Letter Word! www.EmotionalEatingCure.com	
Keyword	Weight Loss (broad match)		Weight Loss (broad match)	
Click Through Rate	0.27%	<<-- very low due to multitude of needs and volume of competitors	0.93%	<<-- much higher due to the "deliciously different" appeal, specific promise, heavily researched on a related but lower volume keyword. Not astronomical because market still extremely competitive and very large variety of needs
Cost Per Click	\$4.15	<<-- very high due to low click through rate and quality score	\$1.87	<<-- much lower due to much higher click through rate and Quality Score (compared to generic approach)
Conversion Rate	0.23%	<<-- very low due to diversity of needs of visitors, and lack of qualification before click	1.62%	<<-- MUCH higher because all visitors have been qualified with singular "emotional eating cure" promise
Number of Visitors	2700	<<-- 1,000,000 x 0.27%	9300	<<-- 1,000,000 x 0.93%
Number of Sales	6	<<-- visitors x 0.23%	150	<<-- visitors x 1.62% (<i>2500% Improvement!</i>)
Total Advertising Cost	\$11,205.00	<<-- (cost per click x visitors)	\$17,391	<<-- (cost per click x visitors)
Advertising Cost per Sale	\$1867.50	<<-- (cost per click x visitors) / # sales	\$115.94	<<-- (cost per click x visitors) / # sales
Total Lifetime Value	\$2,520	<<-- lifetime value X # of sales	\$63,000	<<-- lifetime value X # of sales
Visitor Value	\$0.93	<<-- total lifetime value / visitors	\$6.77	<<-- total lifetime value / visitors
Net Profit per Visitor	(\$3.22)	<<-- visitor value – cost per click	\$4.90	<<-- visitor value - cost per click
Total Profit/Loss	(\$8,685)	<<-- total lifetime value – total ad costs	\$45,609	<<-- total lifetime value – total ad costs

NOW can you see the value in this approach? I think the reason it's eluded most marketers up until now is that most people focus on the click through rate, and pushing things to just around 1% doesn't seem so exciting on the surface, even for a high volume, highly competitive keyword. But when you look at the CONVERSION differential, you see the real power.

For Legal Reasons I Must Tell You

The above is a hypothetical illustration, and achieving such results requires that you (a) pick the right low volume, related keyword and (b) study it the right way in order to achieve the illustrated bump in clickthrough and conversion.

Picking the RIGHT low volume keyword requires consideration of volume (*for example, "emotional eating" has only 27,000 searches per month whereas "weight loss" has over 13,000,000*), relevance (*emotional eating is probably close enough to "weight loss" to work, whereas "menopause weight loss" is questionable*), bid price, and advertiser competition.

Which is where this special report leaves off and my hyper-responsive club formulas, spreadsheets, and videos begin.

You'll get EVERYTHING you need to discover the exact right keyword to focus YOUR efforts and move your business to the next level.

7 Reasons Why

www.HyperResponsiveMarketingSecrets.com

is Better Marketing Education Than Anything Else You've Ever Even Considered

1) WATCH A REAL BUSINESS BEING DEVELOPED: This club is one of the very, very few places you can actually watch a real business being developed from scratch. In other words, I don't only TALK about what to do in some electronic classroom in the sky, I

actually SHOW YOU me DOING it as I develop a REAL business.

2) GET 6 To 12 HOURS FOR MUCH LESS THAN OTHERS CHARGE FOR ONLY ONE: While most other gurus are charging \$97/mo for only an hour or two of THEORY, Glenn's delivering virtually a whole seminar (6 to 12 hours/mo) for only \$67

3) LEARN FROM A PPC AGENCY OWNER: I'm not only a marketing educator, I'm a principal founder of Rocket Clicks, and I've seen hundreds of business models from the inside out. Which means, I don't just guess about what's working and what's not, I've seen the dollars in vs. dollars out reports. I'm NOT talking theory!

4) I'VE LIVED IN THE REAL WORLD: I've consulted for dozens of real companies ... Lipton, AT&T, Novartis, Panasonic, Whirlpool, Colgate-Palmolive, Bausch & Lomb, Nextel, etc. I might be known in our circles as "the guinea pig direct response guy", but my techniques are explosive in these circles because they come from an entirely different industry.

5) I'VE DONE WHAT I'M TEACHING: I've launched over 17 markets profitably, the vast majority of which had nothing to do with the IM crowd. I'm not a guru who's done nothing but be a guru.

6) I'M HONEST: You won't get rich next month using my work. It's not even within the realm of possibility. But you WILL learn how to build a secure foundation for your business so it can grow and grow and grow.

7) YOU'LL LEARN A DIFFERENT WAY TO THINK ABOUT MARKETING: Perhaps most importantly, I'll teach you a different way to think about marketing which will last you a lifetime.

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Ø Precious few people are currently executing the Livingston Broad Match Magic approach, and you need to stake your claim before someone else does!

Ø Of course, you'll also get "Hyper Adwords Methods" (other advanced adwords techniques I've pioneered), "Adwords Checkmate" (an advanced technique for beating your competition in brutally competitive market by Adwords for Dummies author Howie Jacobson), "How to Choose Your Market" (two in depth interviews of ME by Terry Dean and Fred Gleeck, respectively, all about the metrics I used for finding and evaluating more than a dozen markets I previously entered profitably), and much, much more immediately and for FREE as my way of saying thank you for joining.

**Email From A Client Who Previously Heard
Me Present Hyper-Responsive **Adwords Methods**
(Keep in mind this was months before I recorded
the new and improved version you'll get in Free Bonus #1)**

"Hi Glenn,

I just picked up your Truth Profits program and I gotta tell you...I was blown away by the PPC section you included.

Like a lot of internet marketers, I've lost my shirt (and close to my pants! ;-)) in getting pay-per-click completely WRONG for so long. I've purchased several programs but all they seem to do is tell you Google's "rules" or how to try to "game the system".

The format that your team used with discussing PPC was like being a fly on the wall as real pro's discuss what's REALLY working in this area. It's obvious that the other marketers you teamed up with were somewhat challenged at some point with PPC. They asked all the right questions (for beginners and pro's)...and you gave some incredible answers in a real step-by-step format.

I listened to the recording 3 times in a row and found new tips each time. In fact, I listened to it while on the treadmill at my gym and had to keep jumping off to scribble down the thoughts and ideas as they came pouring into my head! (I think you're personally responsible for about 750 calories I could have lost if I'd just been able to keep running! Won't hold it against you!)

Anyway, just wanted to say that I've listened to many of your recordings in the past but this one is by FAR the best yet. This section alone was worth far more than the price I paid.

Thanks for the tips!"

Jeff Anderson
Chicago, IL

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But truth be told, as attractive as all these items are, they're not the main reason you should join ...

You should join to find your Bulls Eye Keyword strategy, see how to conquer your market with focus and determination, reduce your sense of overwhelm, eliminate wasted resources, and develop a newfound confidence in the path you're taking as an entrepreneur.

People are, in general, incredibly relieved immediately after they gain access. **Jack Carol posted this on my blog just after the LAST price raise** (*Note: if you haven't noticed, I'm systematically raising the price until it's at least on par with what everyone else charges*):

Glenn...

Thanks for the urgency in getting me to take action. I got in under the deadline and I'm paying the old rate of \$39.95 a month.

But, I've got a message for those who didn't get in at the old price who will be paying \$49.95 a month.... Run, don't walk to get your membership at the new price, or anything all the way up to at least \$100 a month.

For your perspective, Glenn... like you, I come from the B2B world of sales and marketing in F2000 and venture funded start up companies. In attempting to learn internet marketing, I have probably bought more than \$20,000 worth of products in the last two years, including several at \$2000 (sorry, \$1997.)

What is mine immediately as a member here, which cost me all of \$39.95, is quantitatively and qualitatively far better than anything I have ever bought from anybody, at any price, and probably better than everything else combined (all \$20,000 worth) - basically for the price of one month's membership.

My advice to anyone who is considering joining is Find the "Buy Button" and take the plunge. Then take 15 minutes and look over what you have bought on the first page of the membership site.

It blows my mind and explains what Jack Born, Perry Marshall's affiliate manager meant when he said "Glenn over-delivers."

I would modify it "over, over, over-delivers."

Jack Carroll

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