

PPV Going Overboard

The Perfect Storm: Is PPV Going Overboard?

By Dennis Becker and Rachel Rofo

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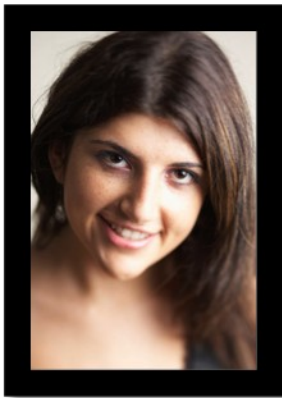
About Us:



Dennis Becker began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic "5 Bucks a Day" book, available at Amazon, or through a link in the resources section.

He also opened an "Insiders Club" in 2007 to help more experienced Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.



Rachel Rofo has been a full time Internet Marketer since June 2006, and has been on the Internet for over a decade.

Although she's dabbled in many fields, she's mostly known as a membership site expert, copywriter to the "Internet Stars", and offline business expert.

She dedicates her time to learning as much as possible, both in Internet Marketing and in life. She joined the staff of Earn1KaDay in 2010.

You can read more about her on her blog at <http://www.RachelRofo.com>.

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Introduction

Let's be honest with ourselves, living the pay per view life ain't easy. Now that you got that off your chest, you have to wonder, "is all this PPV hype forcing you overboard?" Realistically, you are an average Webmaster trying to survive in the vast ocean of multinational corporations. As they bathe in their reserve funds, you balance your checkbook to find some cash to bet against the odds.

Before you drown in this salty sea of sorrows, grab hold of this life preserver I am about to cast out at you. Yes, that is right. You can and will survive in these ever-complicated white-capped waves of PPV 's perfect storm. So, paddle back on shore and I will teach survival of the fittest in this treacherous pay per view world.

The Hook, Line, and Sinker of PPV

You know that PPV requires a considerable amount of cash upfront. Whether or not you have a trust fund is a moot point. Busting your tail to build unique web sites only to hand over your hard-earned money to a Roulette dealer doesn't sound too appealing (unless the Mai Tai cocktails were on the house).

To gain an understanding of how pay per view works, open up another tab in your Internet browser and type in the word "web". Go on, I will wait for you.

Wow! Over 12 billion results came up. Likely at the top of the food chain are sites like WebMD, Wikipedia, Web.com, etc. Purchasing PPV would allow a Webmaster to be right at the top of this food chain. However, if you jump back over to that browser window you will notice that no sponsored ads appear at the top.

The reason is elementary: it would cost the fortune of a Saudi Arabian prince to purchase PPV for this word. The subject is far too broad, too generic, and it costs a pretty penny (or gold nugget) every time the ad is clicked. The cost of advertising has to be offset by the number of click-throughs because each click-through is a potential customer.

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Stocking Your Tackle Box

Now go back to your browser window and type in website designer in the search box. The results have probably been narrowed down to 12 million, give or take a few hundred thousand. Ah, and there at the top you will notice a list of sponsored links.

These ads are targeting a very specific group, so they will likely draw in a greater audience, boosting the chances of a profit. Unfortunately, this is still a very common search phrase, so these ads are for the heavy hitters. Not necessarily what you want to bet your money against, right?

So, to figure out where you fit in, you have to come up with keywords that are in conjunction with your product. If you are a web designer, you already know that "website designer" isn't going to work in your favor. Not unless you are a Saudi Arabian prince.

Here is where your creativity comes into play. Try keywords like "best website designer", or "website designer (insert location)" and see what comes back. You will find the more specified your keyword, the better chances you have of beating out the competition. Why? Because you will be up against less.

PPV Catch and Release

Go ahead and write down a list of 10 keywords specific to your product. I am going to stick with "website design". Below I will show you different variations of key phrases that relate to website design along with what I came up with in my search engine results:

- Website design Los Angeles: 9.4 million results
- Website designer Los Angeles CA: 9.4 million results
- Web design Orange County: 1.2 million results
- Web designer Hollywood CA: 916,000 results
- Best website designer Irvine CA: 1.1 million results
- Expert website design Orange County: 272,000 results
- Affordable website design Orange County: 997,000 results

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You can see, the more descriptive I became, the less competition I had. Adding locations, adjectives, and other unique components to your keywords will help you narrow down your competition and make the most of your PPV sites.

Test the Weight of Keywords

As you can see, when using PPV campaigns with search engines and indices, it is imperative to “buy” well defined, precise keywords and key phrases. Remember that you aren’t actually buying the keywords, but leasing them for a given period of time. So, during the time you rent these keywords for your campaign, every time a potential customer types in the exact keyword or phrase into a search engine, your ad will appear as a result.

Just like the great fishermen of the Bering Sea, you don’t want to cast a single net and hope that you will hit the mother of all tuna schools. Carry out a few mini campaigns at first to get your feet wet. You will make a small investment, and also learn what has the best conversion rate for your product.

As an example, I have created two mini campaigns below so you can see the difference in results. I even went as far as specifying countries in my campaign. You can also narrow it as far down as languages to get better results. Check out my campaigns:

Campaign #1:

Keyword/Phrase: affordable web design Orange County

Countries: USA, UK, Canada

Money spent as of today: US\$20

Impressions: 1465

Click-throughs: 40

Click-through percentage: 2.7%

Each potential customer cost me an average of \$.50 with this campaign.

Campaign #2 (less common phrase):

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Keyword/Phrase: expert website design Los Angeles

Countries: USA, UK, Canada

Money spent as of today: US \$2

Impressions: 124

Click-throughs: 9

Click-through percentage: 7.25%

Each potential customer cost me an average of \$.22.

The second campaign is definitely a better deal. Though it is slower to gain click-throughs, the conversion rate is greatly higher. It is also important to note that not every click-through results in a sale. So you have to look at the cost of advertising against what sells. In this case, my second campaign is a far better investment.

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Want More? Here Are Some Resources:

[Earn1KaDay](#) – the Internet marketer's Insiders Club where we share tips, tactics, success strategies, and disseminate cutting edge information about 12 different business models.

[5 Bucks a Day](#) – This is how Earn1KADay was born. Learn the techniques that, inspired by a 5-dollar bill, took my Internet marketing income from \$30 a day to \$700 a day in less than a year.

[Action Enforcer](#) – This desktop application that will bring you more focus and let you get more done in less time than you ever imagined.

[E1KAD.com](#) – A comprehensive list of all of our products.

Article Marketing

[7 Minute Article Secrets](#) – How to write any article in 7 minutes or less.

[Article Marketing 365](#) – Learn techniques that will bring you yearlong article traffic.

[Article Profit Formula](#) – Learn the formula that John Taylor uses to make each article he uses worth \$28 (or more).

Copywriting

[Copy Cheats](#) – This takes “best of the best” copywriting lessons and puts them all in one page. Your copywriting skills will absolutely get a lot better after going through this report.

[Ultimate Copywriting Handbook](#) - How to write irresistible, persuasive and engaging sales copy so that you can make more sales for your products and services.

Freelance Work

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[Freelance Profit Method](#) – Discover 23 different ways you can earn money as a freelance writer.

List Building

[List Building Renegade](#) - How to generate massive email lists of targeted, hungry buyers.

Offline Marketing

[Easy Autoresponder Cash](#) – Learn how to set up easy autoresponder sequences for offline customers. Rachel knows one guy who has over 1,000 businesses paying him \$250 a month for this type of service.

[Get Them Online](#) – Learn how to find offline businesses that want to work with you, how to approach them, and the types of services to offer. There are phone scripts and contracts included in this report.

[Make \\$10K In A Weekend](#) – Learn how to give weekend seminars to offline businesses (which can be outsourced to others) and charge \$997 per attendee. We teach you how to get clients (can be outsourced for free), the exact scripts to use at the seminars (written verbatim for you), and a lot more.

Outsourcing

[Craigslist Outsourcing Secrets](#) - How to Expand Your Business Growth by Outsourcing Your Tedious Tasks to Freelancers From Craigslist

Product Creation

[Conversion Profits](#) – How to make the most profits from any customer that comes to your page. This includes converting your advertisements, sales letter, and any message the customer will see.

[Pricing For Big Profits](#) – Discover how to price your products to offer the most value and also bring in the most money. Most gurus would NOT tell you this stuff.

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[Thrifty Marketers Product Launch](#) – How to earn a lot of money, very quickly, without going through the laborious process of doing an entire product launch.

Social Media

[Facebook Fan Page Cash](#) - Learn how to set up and leverage your own Facebook Fan Pages

Becoming Successful

[Anatomy of a Success: Interview With James Schramko](#) – James is on target to do 8 figures this year – and he's breaking down all his secrets.

[IM Quick Start Strategy](#) - Jason Fladlien talks about the mistakes he made that he thinks cost him 150K in 2009. He'll help you avoid those mistakes.

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