

# **TWO MINUTE PROFITS**

*Secret Adwords Technique Revealed*

*By*

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## Introduction

“Two Minute Profits” is a system which I have been using successfully for over 4 years. Back in 2003, I was trying to get my first online break when I discovered this system. But not before I had spent 100s of precious dollars buying ebooks on every topic on Internet Marketing. I discovered this system accidentally – an innocent human error which made me a successful “Internet Entrepreneur”.

This report will teach you just one technique. One technique which has made me 1000s of dollars every month for over 4 years. You will learn a very different and unique approach to generate affiliate commissions using Adwords. No, not the usual Google + CJ tricks that everyone around the Internet seems to be preaching. This is different and something which I almost did not want to reveal.

The report is short and to the point – I am not the kind to beat around the bush. I will teach you just what you need to know to make profits within two minutes of reading this report. All the concepts have been explained with the help of examples, where available. I have also disclosed some of my running campaigns which, at the time of writing, are yielding steady profits month after month. However, since lot of other people may have bought this report before you – they would have copied my campaigns. And you should not expect to make money using just those campaigns. You should rather focus on finding your own profitable campaigns using the concept explained in this report.

The simplicity of the technique may come across as unimpressive in the beginning. But do not make up your mind yet. Go ahead and implement the technique. And form an opinion tomorrow.

Happy Reading!

## Basic Concepts

Although this report is not designed to give you lessons on Internet Marketing 101, I will briefly touch upon some of the topics which are used in the “Two Minute Profits” technique.

You will be promoting affiliate programs to make your online income. Affiliate programs are those which pay you a commission for promoting a product on the internet. You sign up as an affiliate for a merchant and promote their products. The merchant in turn pays you a commission (fixed amount or percentage) for sales/leads generated by you through your online marketing efforts.

Affiliate program providers are third party services which act as mediators to merchants and affiliates. These are great places to find good affiliate programs. You will sign up with one or more of these services to find merchants. Commission Junction (CJ), Clickbank, Linkshare, etc are some popular affiliate program providers.

PPC (Pay Per Click) is a popular form of online advertising offered by Search Engines. The advertiser (you) buys specific keywords and place ads on them. So whenever a user searches for that keyword on the Search Engine, he sees your ad in the sponsored listings. You are charged whenever the user clicks on your ad. Google’s PPC program is the most widely used. It goes by the name Google Adwords. Yahoo, MSN and other search engines also offer PPC programs.

If you are not familiar with any of these basic concepts, you should do your research on these topics before proceeding with this report. You will find plenty of information on these topics over the Internet. Read on if you are familiar with these concepts and other terminology (like CTR, CPC, etc) used in this industry.

## The “Two Minute Profits” Technique

The basic premise of the technique is to bid on a special variation of the brand name of the merchant you are promoting. This keyword will have no competition – you will be the only advertiser with an ad on that targeted keyword.

You will be able to put your ad up for as low as 2 cents a click (sometimes higher). The number of searches on the keyword will be on the lower side (even 100+ per month is good for us). But the CTR will be sky high and the CPC rock bottom. The conversion ratio (sales to clicks) will obviously be high because of the targeted nature of the keyword. Whatever affiliate commissions you make will be pure profits (almost).

Standard monthly stats for a “Two Minute Profits” campaign look like this:

Impressions: 300

CTR: 70%, Clicks: 210

CPC: 0.02, Total Cost: \$4.2

Sales Conversion: 40%, Sales: 84

Commissions: \$420 (assuming \$5 per sale)

Profits:  $\$ (420 - 4.2) = \$415.8$

And you can run a number of these campaigns simultaneously.

Note: These stats have been reported out of experience. I have seen similar stats for a number of campaigns that I have run over the last few years. Actual screenshots will follow later in the report.

## Step By Step Approach

What is this special keyword that you will bid on? It is the name of a two-word brand with the position of the two words interchanged, without any spacing. For example, the special keyword for the brand name “Thomas Pink” is pinkthomas. Note that there is no space between pink and thomas. Likewise, for the brand “Auto Anything” the keyword is anythingauto.

So your first job is to find two word brands which have affiliate programs. As you can guess, you will find lots of these listed in CJ and Linkshare. My preferred service is CJ, as you can find tons of popular merchants listed there. To find a merchant in CJ, click on “Get Links” after logging into your account. Then you can browse through the merchants, which are listed in various categories. Make sure you read the merchant’s policies regarding PPC ads. Some merchants do not allow affiliates to use their brand names in the ad text, yet others do not allow their URL mentioned as the display URL. We do not want to promote merchants with tough PPC policies.

Once you find a merchant with a two-word brand name, the second step is to see if there are even a few people searching for our special keyword. Remember, we are not going after a big number.

You can go to the “Overture Search Term Suggestion” tool to find out the number of searches on any keyword. Here’s the link:

<http://inventory.overture.com/d/searchinventory/suggestion/>

For the UK market, go to this link:

<http://inventory.uk.overture.com/d/searchinventory/suggestion/>

I suggest you run a campaign on the keyword as long as there is any number of searches on it. You will be running your ads on Google, which enjoys much higher traffic than Overture. However, do not waste your time on the keyword if the tool throws up zero searches on it. Well, then again if your gut feel says there could be some people searching for the special keyword, there is no harm in running a campaign.

If you have short listed a keyword, you need to go check Google for any ads already running on the keyword. In most cases, you will not find any sponsored ads on the special keyword. Even if you do find some, it is likely that they are not for the same merchant that you want to promote. In either case, you are fine.

But if you do see any sponsored ad promoting the same merchant, then you should call it quits for this keyword. In this case, the “Two Minute Profits” system is not recommended. There are other methods to capitalize on a situation like this. A great technique to profit from this scenario has been discussed by my friend Chris in his report Day Job Killer. Here’s the link:

<http://www.twominuteprofits.com/MustHave/DayJobKiller.htm>

Now you have a keyword which shows some searches and does not have any competition. Just go ahead and create your Adwords ad targeting that keyword. Since yours will be the only ad appearing on the keyword, you need not be very experimental with your ad. Just create a simple ad highlighting the key benefits of the merchant. Make sure you turn off Content Network under Campaign settings. The display URL will be the URL of the merchant and the destination URL will be your affiliate link picked up from your CJ account. You don’t need a website to capitalize on the “Two Minute Profits” system.

Use 10 cents as your Maximum Bid Price for the ad. Google may not accept a bid of 2 cents even though it will charge you that in most cases.

You will notice that with these special keywords - even the natural search listings do not provide any relevant results. This works to your benefit because in the entire Google page of results, your ad will be the only relevant information available to the searcher. This ensures sky high CTRs.

So you have your campaign ready. Now just wait and watch the profits roll in. Even if you don't make any sales, you have nothing much to lose. With 2 cent keywords, your risk is at the lowest levels.

Before we proceed, here is a recap of the steps involved in the "Two Minute Profits" system:

- 1) Find a two-word brand name merchant with an affiliate program
- 2) Search Overture for the number of searches per month on the special keyword - which is a single word made by switching positions of the two words in the brand name, without any spacing.
- 3) Look up Google for existing ads on the special keyword
- 4) If there are some searches and there are no related ads on Google, then create an Adwords campaign for the special keyword
- 5) Watch the profits roll in
- 6) Replicate

That's all there is to the "Two Minute Profits" system. It may seem too abrupt and unimpressive to you now - but like I mentioned earlier, do not make up your mind until you try it. It's a surprise package. And you can be earning money in just 2 minutes from now.



## Live Example of a Profitable Campaign

Here's what you have been waiting for. Like I promised in my sales page, I am about to disclose one of my profitable "Two Minute Profits" campaigns to you. This baby has been making me a steady \$300-400 a month for the last 2 years. And I have lots of other campaigns with similar results.

The screenshots you saw in my sales page were results of my campaign for "HQ Hair". This is a UK based merchant selling hair products and their affiliate program is available through CJ. As you know by now, the keyword I am bidding on is hairhq and the ad is targeted to UK residents only.

This is a screenshot of Overture UK showing the number of searches for the keyword hairhq.

### Keyword Assistant

Not sure what search terms to bid on?  
Enter a term related to your site and we will show you:

- Related searches that include your term
- How many times that term was searched on last month

**Get suggestions for:** (may take up to 30 seconds)

hairhq 

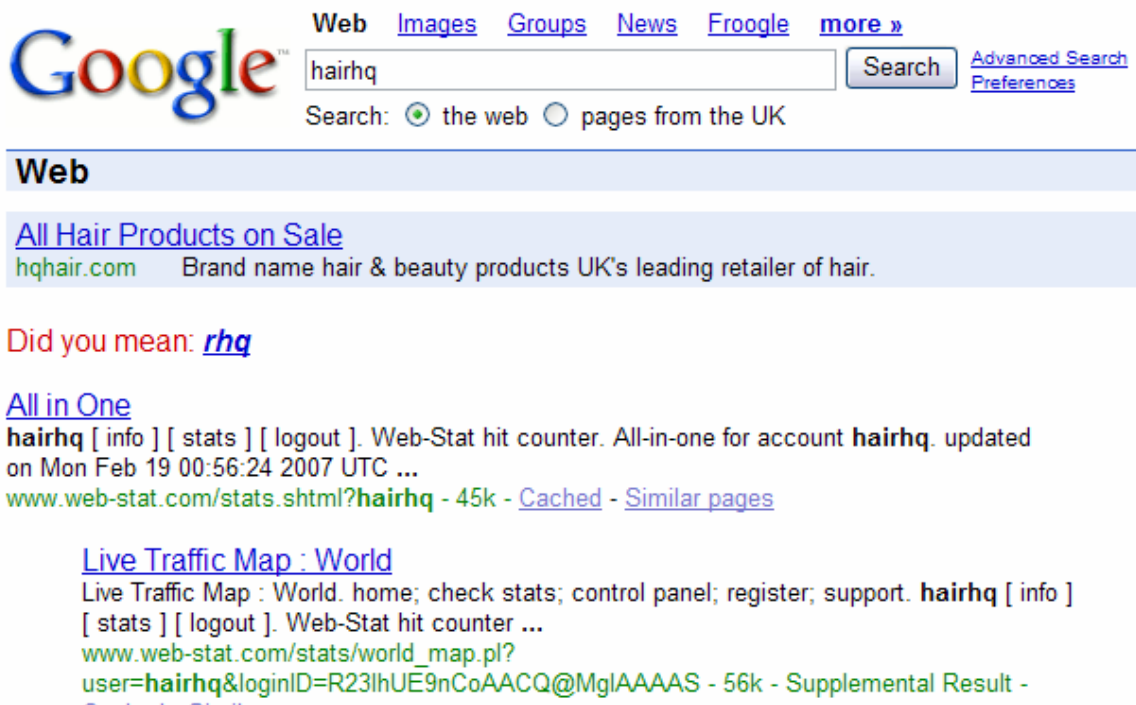
**Note:** All suggested search terms are subject to our standard editorial review process.

Searches done in January 2007	
Count	Search Term
23	hairhq

As you can see, only 23 people searched for this keyword in Overture over a month. However, we got more than 10 times this number in Google.

Seeing a few searches for the special keyword, I looked up Google UK to see if any related ads were present. And like in most cases, there was nothing. And even the natural search results did not provide anything relevant. Here was a good “Two Minute Profits” market.

So I jumped right in and created an ad targeting the keyword hairhq. The ad is running till date and you can view it at [www.google.co.uk](http://www.google.co.uk). Here’s a screenshot.



As you can see, there is only one sponsored ad on the keyword. And even the natural results do not provide the searcher with what he wants. As expected, the results of the campaign have been amazing. Please note that these search results

may change by the time you read this report. Lot of people have read about this keyword now and are trying to get in.

Let me show you the uncensored screenshots of my Adwords and CJ stats for this campaign.

For the month of Nov 2006

Impressions: 388

CTR: 60.82%, Clicks: 236

CPC: 0.02, Cost: \$3.35

Commissions: \$376.33

**Profits: \$372.98**

Nov 1, 2006 to Nov 30, 2006 <a href="#">Change range</a>							
<a href="#">Summary</a> <b><a href="#">Keywords</a></b> <a href="#">Ad Variations</a>							
+ Add keywords: <a href="#">Quick add</a>   <a href="#">Keyword tool</a> <a href="#">Edit Keywords</a> <a href="#">Customize columns</a>							
<input type="button" value="Pause"/> <input type="button" value="Unpause"/> <input type="button" value="Delete"/> <input type="button" value="Edit Keyword Settings"/> <span style="float: right;">1 - 1 of 1 keywords.</span>							
<input type="checkbox"/> Keyword	Status <sup>?</sup>	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos
<input type="checkbox"/> hairhq	Active	236	388	60.82%	\$0.02	\$3.35	1.0
Content network total <sup>?</sup>	Disabled	0	0	-	-	-	-
<b>Total</b>	Enabled	236	388	60.82%	\$0.01	\$3.35	1.0
<input type="button" value="Pause"/> <input type="button" value="Unpause"/> <input type="button" value="Delete"/> <input type="button" value="Edit Keyword Settings"/> <span style="float: right;">1 - 1 of 1 keywords.</span>							

Commission Summary by Advertiser for Advertiser: HQuk Ltd.(1407381), Action Type: , Event Date from 1-Nov-2006 to 30-Nov-2006

						Results 1 - 1 of 1
Report Total	\$0.00	\$0.00	\$0.00	\$376.33	\$376.33	
Advertiser	New (USD)	Extended (USD)	Locked (USD)	Closed (USD)	~Total (USD)	
HQ Hair Affiliate Program	\$0.00	\$0.00	\$0.00	\$376.33	\$376.33	
<b>Page Total</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$376.33</b>	<b>\$376.33</b>	
<b>Report Total</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$376.33</b>	<b>\$376.33</b>	

For the month of Dec 2006

Impressions: 423

CTR: 64.06%, Clicks: 271

CPC: 0.02, Cost: \$4.22

Commissions: \$414.76

**Profits: \$410.54**

Dec 1, 2006 to Dec 31, 2006		Summary		Keywords		Ad Variations	
<a href="#">Change range</a> + Add keywords: <a href="#">Quick add</a>   <a href="#">Keyword tool</a>   <a href="#">Edit Keywords</a>   <a href="#">Customize columns</a>							
<input type="button" value="Pause"/> <input type="button" value="Unpause"/> <input type="button" value="Delete"/> <input type="button" value="Edit Keyword Settings"/>		1 - 1 of 1 keywords.					
<input type="checkbox"/> Keyword	Status ?	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos
<input type="checkbox"/> hairhq	Active	271	423	64.06%	\$0.02	\$4.22	1.0
Content network total ?		0	0	-	-	-	-
Total		271	423	64.06%	\$0.02	\$4.22	1.0
<input type="button" value="Pause"/> <input type="button" value="Unpause"/> <input type="button" value="Delete"/> <input type="button" value="Edit Keyword Settings"/>		1 - 1 of 1 keywords.					

Commission Summary by Advertiser for Advertiser: HQuk Ltd.(1407381), Action Type: , Event Date from 1-Dec-2006 to 31-Dec-2006

						Results 1 - 1 of 1
Report Total	\$0.00	\$0.00	\$0.00	\$414.76	\$414.76	
Advertiser	New (USD)	Extended (USD)	Locked (USD)	Closed (USD)	▼ Total (USD)	
HQ Hair Affiliate Program	\$0.00	\$0.00	\$0.00	\$414.76	\$414.76	
Page Total	\$0.00	\$0.00	\$0.00	\$414.76	\$414.76	
Report Total	\$0.00	\$0.00	\$0.00	\$414.76	\$414.76	

There you have it. These stats show that “Two Minute Profits” is a wonderful system to make money online. And the market for special keywords is totally untapped. There are tons of merchants to choose from.

I would advice that you try to find your own merchant and not get into a bidding war with this keyword. Lot of others have bought this report and have seen this keyword – so it’s a level playing field.

## Conclusion

You have in your hands a wonderful new system to make money online. The “Two Minute Profits” system has not been revealed before and I have not seen anyone else using these tricks. I have personally been using them for over 4 years and can vouch for their effectiveness.

The best part of the system is its risk free nature. You can try keyword after keyword without having to lose a fortune.

As you must have realized, this report is very focused in its approach and does not digress to other topics. However, mastering Adwords is a tough job and requires a lot of research and study from your side. Two great resources which got me cracking with Adwords are Adwords Elite and Adwords Killer. These are “must have” reports if you are serious about using Adwords and intend to make a full time living online. Here are the links:

<http://www.twominuteprofits.com/MustHave/AdwordsElite.htm>

<http://www.twominuteprofits.com/MustHave/AdwordsKiller.htm>

Do read the next section if you liked the report and want to promote it. The “Two Minute Profits” website is converting at record breaking rates. People love promoting it because they get to keep 100% of the sales value and the money goes directly to their Paypal account. Read more in the next section.

## Make Money With This Report

Earn back your \$7 times 10, 100, 1000 – in minutes. Making money with this report is very easy. You just send people to this link:

<http://www.twominuteprofits.com/?e=YourPaypal@EmailAddress.com>

Just add your Paypal email ID after e= and whenever someone buys from this link, you keep 100% of the cost of the report – no strings attached. The money goes directly to your Paypal account – no waiting for affiliate checks. Your email address will automatically be hidden after the visitor arrives at the site, to protect your profits.

You will also earn on the backend “one time offer” which sells at \$47. It is converting at an amazing rate. I am splitting the backend sales 50/50 – which means that if 10 of your customers buy the \$47 product, 5 of these sales go to your Paypal account. So you earn \$  $(47*5) = \$235$ .

I am using the report to build my list, so that’s the benefit I am getting out of it personally. Also, if people buy some of the products linked in this report, I make some money. Hence, I am more than happy to pay the full price of the report to you – each time you send a customer my way.

So do your thing and send in the visitors. You will be amazed at the conversion rates. Because of the low price, it sells very well.

Here’s to your success.