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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Sideways Thinking, the Ultimate AdWords Resource

By Daniel Brough

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There are two reasons to love Google AdWords above all other pay-per-click search engines.

The first is obvious: Google is used 200 million+ times a day.

The second reason is that AdWords rewards advertisers who are `smart', and punishes advertisers who are `stupid'. In AdWords, ad placement is only partially determined by how much you're willing to pay for each click. The more important determining factor is how high your ad's click-through rate is.

What this means is that a well written and targeted ad can rise in placement, even if the actual cost-per-click for that ad is set low. In simplest terms this means the little guy (me) can compete with the big boys (giant corporations with mega advertising budgets) and win.

One of the best ways to do this is by employing `sideways thinking', or thinking outside the box.

For example, let's suppose you want to promote an online gambling site. Well, every Tom, Dick, & Harry knows that all the obvious keywords for this (gambling, online gaming, gamble) are already going to be used by all the other people out there who are running ads for online gambling sites, and those keywords are going to have very high bids on them.

But if you `sideways think' this product, perhaps you can get to the same (or a similar) audience without even competing for those keywords. Keywords like: Atlantic City fun, things to do in Las Vegas, Bugsy Segal, Rounders, high stakes, etc might bring your ad to the same interested audience at a fraction of the cost. And if your ad copy is good and incorporates your keywords, you should see your click-through rates jump through the roof. And since Google likes and rewards high click-through rates, your ads will climb in position, even against all big-money casinos that are bidding \$20 per click on the regular terms like `gambling'

Now understand, the above is only an example off the top of my head. I don't actually promote online gambling products and for all I know the keywords I've suggested aren't really workable; this is just an

example of how to `sideways think'.

But once you've learned to `sideways think' your product's market, you can compete effectively in even very crowded markets - and blow the big boys right out of the water.

How Does Adwords Miracle Compare?

By Garth Jenks

Chris the author appears to be a decent guy, and his book Adwords Miracle is certainly a decent book, but my concern is that at \$97, are you paying for exclusive cutting edge Adwords info or are you buying into the hype??

So, what do you actually receive with Adwords Miracle package? The sales page promises 4 specific components plus access to a few videos.

I've purchased Adwords Miracle and I believe that this is what you REALLY get. You get the main eBook, 3 'spin off' components and a set of 3 recordings showing you 3 of the areas that the book already covers in text form.

The videos are for people who may prefer to 'watch' the 3 particular aspects of Adwords rather than read about it. Just don't expect to learn anything new that isn't already covered within the main manual.

Having said all this, if Adwords Miracle WAS the only book available on Adwords then I wouldn't be disappointed and at \$97 it represents reasonable value. I'd much prefer to buy and read this book than try to learn it all via my own research!

It is however, NOT the only eBook to be found on Google Adwords, in fact it's not even the only good book available.

A Cheaper Alternative To Adwords Miracle to Consider Is.....

There is a much cheaper alternative available to Adwords Miracle. In fact it's about 40% cheaper. It's called Adwords Elements.

Within Adwords Elements you can learn pretty much all the secrets outlined within Adwords Miracle, plus a couple of the author's own secrets. It's laid out and written in a simple, easy to understand manner and is stuffed to the brim with the same sought-of info that you can use to take full advantage of the power of Adwords.

In my own personal opinion using Adwords Elements, you will walk away with the same little known knowledge and advantages that Adwords Miracle offers, albeit at a cheaper price.

I'm not a massive fan of hype so that's all I'm going to say. Check Out

if

your looking for qaality up to date Adwords guide!



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