



Thirty Day Challenge 2009 – Training – Day 19

2009TDC19a: Introduction

Running Time: 1min



Intro

Hey, Day 19, and we're going to start working on Pay-Per-Click.

I've got the talented Adam here from Signet Mae, and basically, we've got him here because we couldn't make fun of the drummer while we were doing the last drum section. You know what they say about drummers, right? Seriously, you know [twirls his finger at the side of his head].

Adam has actually done some amazing things for Signet Mae with Wordpress, Twitter, Facebook and an iPhone App. It's been awesome, and that's what I want you to realise – it's not just for people who are starting businesses - people are promoting bands, their photography, they are artists. Even drummers have something to gain from the Thirty Day Challenge (even if it's working out how to put their left foot in front of their right foot in continuous motion, and to watch their knuckles, because they are dragging).

I'm going to pay so badly very, very shortly. Let me assure you!



So, while I'm running [away from the drummer], you can head off and get the fabulous Day 19 content.

[To Adam] Thanks for coming in and playing on the record, too.

See you soon. Let's "rock out".

Summary:

After completing today's lessons you will have **created your Google Adwords account**, and setup and activated an **ad campaign** with **one ad group** optimized for your **main theme keyword** and **linked it back to your blog**.

Today's Tip:

If you live in the **U.S** or **Canada** and **signed up with HostGator** for your blog hosting, you have access to a **\$25 Adwords voucher**.

It can **only be used when creating a new Google Adwords account**, and the **direct link** to the voucher can be found in either your **HostGator welcome email**, or in the **cPanel** of your **HostGator account**.

Follow HostGator's instructions to redeem the voucher, **then** complete the Adwords lessons as detailed by Pete.

Links:

Google Adwords - <http://adwords.google.com/>

Click here to create your Google Adwords account.

(Please note: If you live in the **U.S** or **Canada** and have a **HostGator voucher**, please see the 'Handy Tip' above to create your Google Adwords account.)