



Thirty Day Challenge 2009 – Training – Day 22

2009TDC22a: Introduction

Running Time: 1min



Intro

[Ed plays the piano, then stops] What's the next note? [Tries a note] Nope [Tries another] That one?

Just like hitting the right note on a piano, today we're going to talk to you about how to play the right notes and a bit more advanced Pay Per Click – sort of winding up our week talking about Pay Per Click.

So, again, we're going to teach you some of the more advanced strategies, and really set you up.

There is a world to explore with Google Pay Per Click, but by giving you this grounding now, we're showing you how to get traffic in the most cost-effective possible way – and that's what it's all about.

So we'll see you tomorrow. Have fun!

30 Day Challenge

there is no charge for awesomeness



Summary:

After completing today's lessons, you will have **greater understanding of the PPC opportunities available**, you will know **how to add the content network to your ad campaigns**, and you will know **how to use the Adwords calculator in Market Samurai** to optimize your PPC advertising.

Today's Tip:

In any advertising there are **associated expenses**. Your **profitability** is determined by your **expenses compared to your income**. Use the **Adwords calculator** to help you determine your **break even point** to ensure you **don't spend too much money** on PPC.

Links:

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

Click here to create your Google Adwords account.

Market Samurai - <http://www.marketsamurai.com/thirtydc>

Click here to get your 40 day free trial of Market Samurai.