

“Finally Revealed! The Secret Loopholes in Google Adsense, Adwords, and Infoproduct Creation that Most Internet Marketers Completely Ignore, Costing them Millions of Dollars in the Process”



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Thank you for taking the time to download this pdf that I call “Million Dollar Loopholes” It’s something I’ve considered writing for some time, as I’ve been sitting back and watching internet marketers make the same mistakes over and over again.

I’m an analytical guy, and I guess I get that from years of medical school and post-graduate training. I got paid to diagnose problems and fix them.

Well, I’ve noticed a lot of marketers are ignoring certain aspects of their marketing and if they took the time to stand back and fix them they would make **so much more money**.

I call these aspects LOOPHOLES.

Let’s look at the definition of loopholes, shall we?

loop-hole (lūp'hōl') A way of escaping a difficulty, especially an omission or ambiguity in the wording of a contract or law that provides a means of evading compliance.

In my case, I'm seeing people follow certain "rules" in internet marketing, That the only way to make money online is to do what everybody else does.

Au contraire. I've been much more successful doing the exact opposite.

You see there are thousands of ways to make money online, and the way you may be taught may be one way but it's not the ONLY way.

Let's look at the art of copywriting and the fundamentals of List Building...

I'm a copywriting junkie. I love good salescopy. If it makes me buy something from somebody, then I say more power to them.

Now there was a recent post on a popular internet marketing forum who argued that the best way to make money on the internet is hiring an expensive copywriter to write your salesletter.

I agree..to some extent.

However if you don't get traffic to your salesletter, your top notch copywriter won't do you much good, will they?

In our company, we spend a lot of time with pay per click traffic. And we spend a lot of time refining our opt-in pages to capture names and email addresses of targeted customers. We've gotten really good at writing compelling benefit-laden copy in 15 words or less, and our click through rates allow us to compete with the "big boys".

By the time you arrive at our salesletter, you would have already been "presold" on buying our product.

We have visitors worked up in a frenzy, getting most people to buy without even reading the entire salesletter. But we've recently done some amazing tweaking and testing that have shocked us...

Here's an example of the numbers we're getting:

All Campaigns

+ Create a new campaign: [keyword-targeted](#) | [site-targeted](#) [?]

Nov 3, 2005 to Nov 9, 2005
last 7 days
Nov 3, 2005 - Nov 9, 2005 Go

<input type="checkbox"/>	Campaign Name	Current Status	Current Budget [?]	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. Rate	Cost/Conv.
<input type="checkbox"/>	Campaign #1	Active	\$100.00 / day	525	23,540	2.2%	\$0.13	\$66.05	96.19%	\$0.13
Total			\$100.00 / day active campaigns	525	23,540	2.2%	\$0.13	\$66.05	96.19%	\$0.13

Reporting is not real-time. Clicks and impressions received in the last 3 hours may not be included here. There is a 24 hour delay in conversion tracking reporting.

Look at the conversion rate: 96.19%. What does that mean?

“Out of the people that landed on our opt-in page, 96.19% of the people gave us their name and email address.”

96%!

Which is almost unheard of! We worked really hard on our landing page to get these conversions. We've dropped our Adwords expenditure to acquire the most targeted customers at the least amount of cost.

Our secret... spend time writing a good Adwords ads that prequalifies your visitor when they click on your ad. And then reiterate the offer on your landing page.

Tell them exactly what to expect and what they want.

So here's your first loophole...**Don't ignore landing page copy.**

And spend more time writing GOOD ADWORDS ads and writing GOOD OPT-IN PAGES to capture names and email addresses.

You'll be so ahead of the game.

Let's look at Google Adsense...

It was started back in July 2003, a pay per click advertising system where you would get paid to get people to click on targeted Google ads.

About that time, or a little earlier, site generator software programs came out. It answered the question if a 10 page site could get ranked , why not use software that could create keyword-rich spider-friendly 1000 page websites?

You know the names of these programs such as Traffic Equalizer, Ranking Power, etc.

I've got nothing personal against these programs or the owners. Because here's what was so great about these programs...

They freakin' worked and made people lots of money.

Big time money. I've seen some numbers as much as \$20,000, \$50,000 even \$100,000 per month. As word got to how good it was, more people jumped on the bandwagon.

I mean think about it. Isn't creating Google AdSense sites the perfect business?

No selling.

No refunds.

No annoying customer service.

All you needed were people clicking on your ads and you'd be rich. It seemed like the perfect business.

But just like the Gold Rush in the 1800's, the AdSense frenzy eventually came to an end. The search engine algorithms changed, and many of these type of websites dropped off the top of the search engines.

Now some people believe it's due to footprints that these programs leave, but probably more likely what happened is that other webmasters started blame these "scrapers sites" because they cluttering their own high ranking websites in Google and they were more than willing to let others know about it.

The next day, these sites were gone.

Now can you imagine making \$20,000 a month and then the next day that it disappeared?

This scenario happened to good friends and colleagues of mine.

And so what happened after that?

More internet marketing sites and services came out hoping to "capture the magic" they once had....Here's what a typical salesletter would read...

“You see, the problem isn’t your site, it’s that you don’t have good content”.

So article sites and private label rights membership sites came out, promising hundreds of fresh new content every month. And people bought them.

“You see the problem isn’t your site, it’s that you’re not getting indexed”.

So “blog and ping” mania happened. People inserted sitemaps in their sites. Automated blog and wordpress sites were created. And people bought them.

“You see the problem isn’t your site, it’s that you don’t have enough backlinks”.

So software was designed to get tons of back links, or companies offered links on high pagerank. And people bought them too.

Now look, I’m not trying to stand back and judge. I know because I paid for most of these services myself. And they do work to some extent, with time and effort.

The problem is these services cost money, because they know people are “hooked on the Adsense craze” as they try to capture what they once had or what they’ve heard other successful people do.

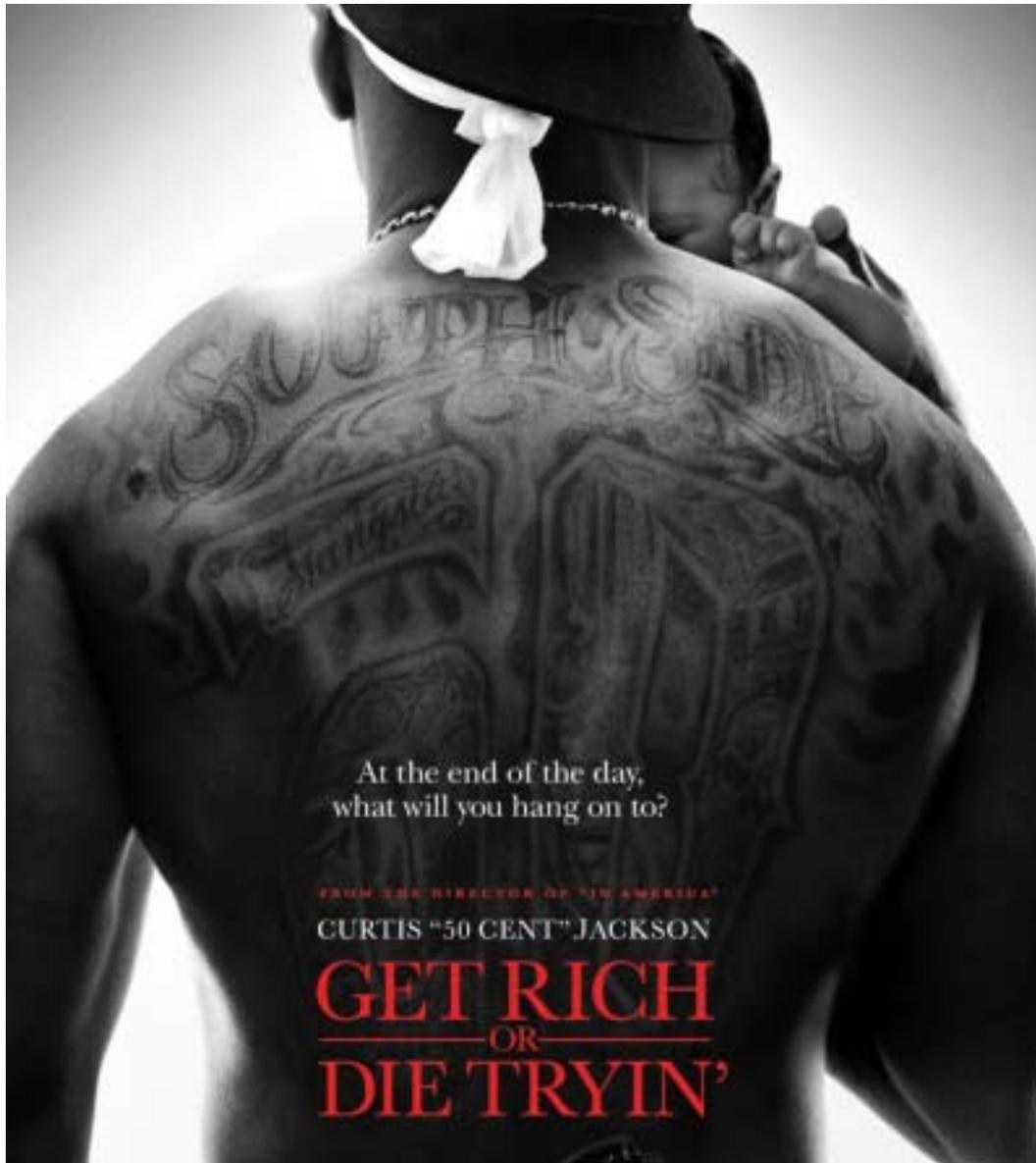
People are on a continuous Adsense treadmill these days. They’re trying to keep afloat, while the boat is slowly sinking. It’s getting more time consuming and expensive to play the Adsense game.

You see here was the problem. **Creating Google Adsense sites is not a business.**

Creating Adsense sites should be for revenue generation. ONLY.

Yet a lot of marketers are on that Adsense treadmill – buying the latest membership site or software that promises the world (with predicted flameouts), just trying to recreate what success they happened in 2004.

This is the mindset of most Adsense marketers...



“Get Rich or Die Tryin’”

And that’s because self-appointed gurus tell you that’s the only way to make money with Adsense...and get you to buy their programs in the process.

But what I’m about to show you is **there are a lot more other ways to money with Adsense, and a whole lot easier.**

You just need to take advantage of **Adsense Loopholes.**

Last year I came out with a very successful product called “Secrets of an Internet Information Broker”. In a nutshell, information brokering is where you can create a website where you have experts answer questions or provide services while you be the owner or marketer. **They do the work, and everyone profits.**

I was recently flagged down by one of my first customers, let’s call her Susan, at a popular internet marketing seminar. She ran up to me and said...

“Dr. Mike, Dr. Mike you changed my LIFE.”

What Susan explained was she used the concepts of infobrokering, and hired freelance staff to provide office services for her entrepreneurial customers. They did the work, and she provided the marketing for her service based website. A win-win deal for both.

I was floored. There’s nothing better than to see a customer or student take your ideas and go out and create their own mini-fortune.

I asked her if I could interview her for a related project I was creating in reference to infobrokering.

She quickly replied, “Oh no, it’s much too valuable for me to tell anyone else”. She fully intends to create more brokering websites for her customers and had a grand plan that I know will be successful for her and her business.

However you can use the same concept of infobrokering with AdSense.

Everybody’s worried they need to have more content. If you have an information based site you’re always looking to find newer and fresh content.

Well, it’s easy to find someone on the internet to be your resident expert in whatever niche you want.

Here’s an example:

Tax season is coming. Find an accountant willing to give tax advice. Capture opt-in leads or place AdSense sites (note to self: tax ads for AdSense pay a lot) around an “Ask the Tax Expert” site.

What else does that do? You’ve got a steady stream of content from all the questions you receive. We’ve got a list of over 10,000 health related questions we can extract at any time.

You can tell that freelance article writer their services are no longer needed!

Here’s another loophole that very few are taking advantage of...

“How to Create Google AdSense sites with LITTLE or NO CONTENT!”

Here’s what I mean.

I looked on my own bookmarks in order to determine what were the websites I had added and frequently visited (That’s an exercise you should do too)

Here are a few of my bookmarked sites...

A site generator that would check backlinks.

A tool that checks how my websites are ranked in Google, MSN and Yahoo!

Why are these sites popular and are frequent bookmarks? Because they are tools.

If you can offer a tool that people will use, they WILL come back to your sites.

We recently created a website that contain nothing but weight loss calculators and tools. Our websites gets bookmarked and significant traffic, because we also had the foresight to add a ‘Tell a Friend’ button.

The website gets promoted virally as they get sent to their friends and colleagues.

(Another loophole, use a “Tell a Friend” Button whenever possible!)

Significant traffic, and significant AdSense income.

Again it’s much easier to create a website that provides a service, because it’s completely “hands off”. It’s Ron Popeil’s “set and forget” for AdSense marketers.

Google never said you need to hire freelancers to write articles for you.

“Content Comes in Different Forms”

Add a Camtasia video to your website...and when it ends offer a compelling offer to get them to buy or to click on your ads.

We recently tested a few audio recordings on a website and we found the average visitor spent **twenty-seven minutes** on our websites....think they won’t click on an AdSense ad at that time?

Here’s what the so called gurus say when people complain that their AdSense sites are dropping from the search engine rankings like a hot potato...

“Stop Complaining! You Just Need to Build More Sites”

Hello, McFly?

That’s like telling a startup owner, after they invested a small fortune to launch their business and that miserably failed after a few months, “Sorry! You just need to BUILD MORE BUSINESSES.”



How many times can you bang your head against the wall?

Take the time to build a better website, and be open to presenting content in different forms.

Build a site your visitors will bookmark. Follow the advice you learned in Marketing 101...

Why kill yourself to find new customers when you can get your old customers return to your website, buy your products and click your ads?

"How to Be on a First Name Basis with Your FedEx Driver..."

We've all heard of the Fed Ex Club... It's where Google sends you checks if you hit over \$10K a month in AdSense revenue...

Here's an example of just one of the channels of my AdSense accounts last couple of months:

September 1, 2005 - October 31, 2005 Save as Custom Report: Save | [CSV](#)

Channel	Page impressions	Clicks	Page CTR	Page eCPM [?]	Earnings
www.mysite.com					\$10,011.28
Totals					\$10,011.28
Averages					\$10,011.28

AdSense Earnings ----->

OK at first glance you may not be impressed...but look closely.

\$10,011.28 was the ADSENSE INCOME FROM ONE WEBSITE.

Did I mention I had over 250 websites? :+)

It's not hard to do...you just have to decide whether you choose quality over quantity.

You see I know a few folks in the Fed Ex Club.

To make the income I'm averaging in Google AdSense they sometimes have to create 100, 200, or even 1000 sites to reach that level. They have teams that create sites for them and often have to work 12 hour days in the process (I did that when I worked full-time as a doctor – no thanks!)

Take the time to create websites that get people to click on the ad (and more IMPORTANTLY, have content that gets them to click on that ad) – it improves your click through rate and gets people to return again and again.

"What would you rather to do to get a Fed Ex check each month– CREATE 1000 SITES OR 2 SITES?"

Let's look at information products...

No one said to make money online you have to sell making money online products. I don't have any internet marketing ebooks, these just sell to a variety of niches – when last I checked I have 70 information products that I have created in the last two years.

Here's one of my clickbank accounts from last month (I have five of them)

PAYPERIOD SALES SUBTOTALS:

Period ending 2005-11-01: \$10,553.67
Period ending 2005-10-16: \$10,453.62

DAILY SALES SUBTOTALS:

Mon Oct 31	\$685.65	
Sun Oct 30	\$633.35	
Sun Oct 30	\$633.35	
Sat Oct 29	\$592.37	
Fri Oct 28	\$862.05	
Thu Oct 27	\$970.69	

Most people are familiar with the Fed Ex club for AdSense, but did you know there's also a Fed Ex club for Clickbank users? If you reach over \$10,000 every two weeks you also get a check Fed Exed to you)



[STATS](#) | [REPORTING](#) |

Enter any combination of search criteria.

<input type="button" value="Search"/>	DATE: Oct <input type="button" value="v"/> any <input type="button" value="v"/>	RANGE: <input type="button" value="v"/>	CUSTOMER NAME: <input type="text"/>	ITEM #: <input type="text"/>
<input type="button" value="Reset"/>	RECEIPT #: <input type="text"/>	SHOW: Orders <input type="button" value="v"/>	E-MAIL ADDRESS: <input type="text"/>	FORMAT: HTML <input type="button" value="v"/>

**Found 927 orders processed in Oct 2005.
Total amount: \$21007.29**

Suffice it is to say, I know my Fed Ex guy very well.

In addition to the information product publishing, my small company consisting of two part-time employees, is on track to hit \$1 million in revenue in 2006. (I've even registered the domain name millionairemd.com to mark that occasion)

But like I've said before, who cares about me?

I'm a doctor and I have an innate ability of wanting to help. It saddens me to see people buy expensive programs that have a very, very short shelf life or just flat out won't work.

What pisses me off about some of these "gurus of the month" that are cropping up, is they don't realize the responsibility of teaching people the right way to make money online. They're often in it for themselves and don't realize that you're dealing with people's livelihoods especially when you don't deliver...

But here's where I need your help...

"I want to generate an additional 1.02 million WORKING with YOU!"

In December, I'm looking for 17 go-getters who will want to work with me to accomplish our mutual goals over the next 12 Months.

We'll start with a 3 day intensive workshop at an undisclosed location in San Diego, where I reveal my strategies, tools and custom built software that NO ONE ELSE IS USING that I've developed that made me financially independent.

I'll be sharing my best producing websites for your eyes only. You'll learn how I identify niches that sell on the internet and how I'm able to churn out an average of 5 information products a month.

We'll also meet two or three times a year as well as biweekly calls one-on-one and teleclasses as a group to make sure you're on the right path.

We don't stop working...until all 17 (excluding myself) cumulatively make over \$1 million dollars. I'm deadly serious about this.

<http://www.million-dollar-mastermind.com>

What I want to do is encourage each other.

And promote together.

And profit together.

You see each person will have their own unique niche with their own product. I'll get my staff of writers to create a product for you. And using my list of over 366,000 as a baseline, I'm going to show how fast you can grow your own list and become financially free.

Now I know what you're going to ask.

If my system works so great, why don't you do it yourself and keep all the money?

It's simple.

Some of you may know I have a 6 year old son named Ryan with Asperger's disorder, a form of autism. He is in a special non-profit school with 11 other children with similar delayed needs like autism and ADHD. They cannot function in "normal" schools and we've seen so much growth since Ryan has been attending, as he works on self esteem and social skills. It's really the only school in the San Diego area that I feel comfortable sending my son where I know he'll get the attention he needs. My wife is the office manager while my son attends (here's their website <http://www.pioneerlearningcenter.com>)

I've recently been aware that they are in danger of closing if they can't raise funds before a certain time. I've been helping with some marketing and working on fundraising campaigns. Portions of the money generated from Million Dollar Mastermind will go to keep this school running as well as donating to autistic charities.

So we're helping people all around, YOU and these KIDS.

Now I've been offered as much as \$25,000 to work one on one. One of our top students makes over \$250,000 a year. I've helped others quit their job and go full time on the internet.

There's a reason for that...my system flat out works.

Don't you want to get to know your Fed Ex guy on a First Name Basis,too?

We're opening the Million Dollar Mastermind on Thursday November 17 at 6am PST / 9am EST for the first 17 people.

Click here to get on our pre-notification list:

<http://www.million-dollar-mastermind.com>

I hope this PDF helps you be more aware of the “Loopholes” in Internet Marketers are missing.

I thank you and wish you nothing but the best of success.

Regards,

Dr. Mike