

Your Free CAMELOT
Newsletter-Report No. 4
a sample extract from our E-Book
"Genuine Wealth Creation"

An introduction to
Advertising with Google's
Pay Per Click
- Without any cost!

<http://www.WealthCreationConsulting.com>

**Advertising with Google's Pay Per Click
- Without any cost!**

We trust that you have enjoyed, benefited and received lots of great ideas and knowledge from our earlier Newsletter-Reports? But please make sure that you don't miss the rest as there is a lot more yet to come!

We would not normally openly promote someone else's ideas or products in one of our Newsletters but we have to say that this one fellow has hit on a concept that is so simple, so obvious and so successful that we could not hold ourselves out as being great business consultants if we did not tell you about him and what his methods have achieved.

After all how often do really amazing breakthroughs occur - ones that you can also take advantage of & enjoy regardless of the size of your business? Breakthroughs that can greatly impact on the Business Profitability and success of your business in the same way that this one does?

As you may have already read elsewhere on our website our consulting business is made up of business development experts that have collectively built businesses from scratch, from nothing, that have turned over in excess of US\$ 250 million in sales.

This has been done, predominately, from **extremely Innovative Marketing** that has exploited a niche in the marketplace of the day. By the delivery of good quality products this Innovative Marketing has built strong, profitable businesses that have survived and flourished for many years - in fact one of these businesses have flourished for over 25 years. But to learn about *our* Innovative Marketing methods and philosophy you will need to obtain your own copy of our E-Book "Genuine Wealth Creation" in which we detail how we have built such businesses at over 300% annual sales growth rate, year after year after year.



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However we feel that it is the right thing for us to do to *not* hold back on some vitally important marketing information for our readers simply because we did not think of this amazing, yet simple, concept ourselves.

You will, like we did initially, not believe that this concept could be done legally and that it would not be closed down by Google and the other search engines. “No” - this concept is not illegal! To the contrary others that have since learned the “secret”, as we did, have begun to use it with incredible increases in Sales and in the Business Profitability of their own businesses.

Just in case you are not already an Internet Marketer and the whole concept of advertising online is all new to you we'll give you a very short explanation now into what Pay Per Click (PPC) advertising is about.

When you go to search for something on the Internet you go to a Search Engine, such as Google or MSN or Yahoo etc and type in the word or a phrase for the product or service that you are looking for. The Search Engine will then provide you with a list of “matches” to your word or phrase that it has found using, basically, “keyword” searching through the hundreds of millions of websites that the Search Engine has previously searched.

Needless to say it is impossible for everyone to be on the first page of these free search results so many people actually pay money to be listed in the “Pay Per Click” area of the first Search Results Page - these, in the case of Google, are normally the top 2 lines above the “free” results as well as the advertisements shown in the right hand column of that page.

Now to be found in the few top paid advertisements spots you need to pay for the search engines to select your advertisement when someone types into their search the 'keywords' that you have 'bid' on. If the 'keywords' that you wish to use are already popular then you will end up paying more to get a higher placement for your advertisement. The higher placed your advertisement is the more often it will be 'hit' which means you will get more visitors to your site. In short - the more money spent per 'keyword' selected the more visitors will come to your website.

This form of advertising is called Pay Per Click (PPC) and it can be extremely expensive, per visitor, depending on how competitive your particular industry segment, or niche, may be for any particular 'keyword' or phrase. The PPC costs vary from cents, or pennies, per click to several dollars per click. Needless to say you need to convert as much of that 'paid for traffic' into sales as you can or you can end up spending more on PPC advertising than you make in profits - the result would be, of course, a financial and personal disaster.

Well this is where this advertising and marketing breakthrough comes in.

Back in the late 1990's an American Doctor, a General Medical Practitioner, retired from his practice after many years of helping his local community. Being an enterprising and highly intelligent man he then became interested in the Internet and saw the business opportunities that it represented. He then became one of the early Internet Entrepreneurs selling a large variety of products online and he promoted those products by using and paying for PPC - Pay Per Clicks.

He then saw an opening whereby he would not need to pour his hard earned profits back into even more PPC Advertising. He trialled his ideas, refined them and developed them further, again and again.

Over a 9 year period he turned over - having started with very little - Sales that collectively exceed US\$ 310 million - yes that is **US\$ 310,000,000 plus in Sales** across a wide range of products, all of which he sold online.

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He could not have done this except for his 'insight' into how to legally exploit the Search Engines' systems to enable him to get, without any cost, over US\$85 million - yes that is **US\$ 85,000,000 - in Search Engine PPC Advertising - without cost! Remarkable!** We didn't believe it either at first until we learned how he did it - and it is so simple that you do not need to be a 'rocket scientist' to understand and implement it!

Effectively his **FREE, UNLIMITED, PPC ADVERTISING** enabled this 'retired' gentleman **to build his personal wealth by over US\$65 million - 'Yes' that is US\$ 65,000,000** - which he could not have done except for the system, the methodology, that he developed.

Is that not brilliant Marketing? Of course it is - and it is totally legal!

So if you would like to learn a great deal more about how YOU can build your online, or offline, business with this amazing methodology & concept just go to the link below. If you use this knowledge wisely it should propel you and your business to a whole new level of profits and success that you may, otherwise, never, ever achieve. Go to;

<http://wealthaff1.freegoogle.hop.clickbank.net>

We 'take our hats off' to this amazing gentleman!

But don't forget to make sure that you also look at the rest of the **ALMOST BOUNDLESS KNOWLEDGE** contained in OUR E-BOOK "Genuine Wealth Creation" at;

<http://www.WealthCreationConsulting.com/homewealth.html>



Our E-Book "Genuine Wealth Creation" contains a great deal of additional information on this and so many other issues concerning Sales & Marketing, New Business start-ups, Investments and how to build your Profits and Wealth.

**If you want to change your life & your future for the better,
seize the day and get your copy now!
You will never regret it!**

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