

## **Five Easy Steps To Making Money With Google Adwords**

Since 1997, I have earned a good living as an online marketer. When I discovered the opportunity to make even more money online with Google Adwords, I quickly jumped at the chance. I was instantly hooked by the idea of making easy profits by simply joining affiliate programs and advertising on Google—with as little as \$5!

It wasn't long before I realized that making money with Google Adwords is not that simple. There are some important steps that you must before you can actually start making huge profits.

The following 5 basic steps will have you making money with Google Adwords in no time:

### **Step 1: Affiliate with Profitable Programs**

Not all affiliate programs are created equal. You need to focus on those that will render you the most profit. The two most common affiliate programs are two-tier and residual programs. The two-tier program basically gives you two ways to make profits: the individual signs up with the affiliate and makes a purchase. The residual program provides you continuous income, as long as the individual makes a purchase.

### **Step2: Research Keywords**

Keywords are the heart of success with Google Adwords. You need to make sure that you use keywords specific to your niche market group. Do your research and find out the keyword groupings your target niche uses.

### **Step 3: Create a Space On The Web**

People need to be able to find you. Having an Internet presence will benefit you in many ways. Buy a domain name related to your niche market grouping and create a simple website.

### **Step 4: Develop Leads**

Capturing e-mail addresses is key. You can accomplish this by simply providing a newsletter for which people must provide their e-mail addresses. Be sure the information you provide in the newsletter is beneficial to your niche group.

### **Step 5: Follow Up**

Once someone subscribes to your newsletter, make a point to stay in contact with them. Continue to provide fresh and useful information to hold your subscribers interest.