

[How Breaking Even With Google AdWords Is Profitable Business](#)

The big secret with AdWords is that once you know what you are doing.. you'll be making so much money it's crazy and if you don't know or are on the verge it's a long road ahead, or you'll end up losing money for sure. If you know AdWords like a master you'll find yourself making thousands and never have to worry about money ever again.

Most people online do not know how to "create traffic themselves".. they rely on partners, Joint Ventures and things like that. While this is fine "in theory" they do not know the real business of internet marketing... Which is essentially advertising + selling + backend. If you can get profitable ROI from an adwords campaign in practically any niche you are set for life.

So what's the deal with AdWords anyway? Most people look at AdWords and think "Oh man, this is going to be an expense for my business"... But in reality it's an investment, not a risk at all... If you know what you are doing it's even a "calculated investment" which is hard to find anywhere else... So essentially, when you start seeing it as an investment, like you are buying a house or something, your mindset will drastically change.

Getting a ROI that's positive is considered pretty hard for most people and beating adwords is a science by itself. Investing money on AdWords and breaking even has made many millionaires.. sounds crazy right? How can I make money when I'm breaking even? It's all about leads and backend strategies. When you have a bigger collection of leads you are able to choose whatever you want and profit from anything, all the time.

You don't want to make people "customers", but rather "clients". That's your "final goal" with advertising with Google. It's not to "make a sale" or "make money online", but rather establishing a business. People who act as affiliates and only sell other people's products do not use leverage to expand their business. I mean if you can make \$100K/year as an affiliate you can make \$500K as a product owner, no doubt about it. If you don't have your own stuff get some, I just can't stand seeing lost profits... It's ok to start as an affiliate, but move on to better things, alright?

Once you have established your list and it's around 10,000 people you can start to look for other people's stuff and sell advertising in your newsletter or whatever you do there. But please understand that you WILL NEED a heck of a lot more control over your business in order to make any serious figures online.

You need upsells, high paying backend strategies, high end products as well as your lead in products that usually are priced around \$17-\$97. You need to focus on this part more than the others. So, once a person has bought, they need to know about this stuff, alright?

A lead is a lead and you should get them on a list... If it's a tire kicker list, get them to buy by building a relationship with them. When they buy, thank them and recommend your \$497 homestudy course that's 100% online and in download format. If they don't get it, that's fine, but try to enroll them in your \$2999 coaching class instead...

See how that "free lead" at \$0.50 is now worth thousands instead of the "\$47 upfront"? Good. Now you need to get down to business and set up a backend strategy worth pursuing. You can do this either as an affiliate and get \$1500 commissions on other people's coaching classes or you can have your own, but I prefer to actually take a commission on this as it's hard work to take on clients, but it's easy to refer them to other sites at a profit..

This is exactly how many of these "big name gurus" are making their money... They are not making "much at all" just selling freaking e-books as an affiliate off of AdWords, let me tell you right now! That's insane to believe. Their backend strategies are so strong you wouldn't believe it and THAT'S how it's done. Do what they do, no what they tell you to do.. Alright?

About the Author

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