

*Bonus
Module*



Ritoban Chakrabarti's

pr  *fit* *IN\$TRUMENTS*

*Tiny Little Instruments that make
you money on Autopilot*

www.profitinstruments.com

WHAT AND WHY

The expansion process is very exciting because you can literally double or triple your income overnight from an existing Profit Instrument.

The free traffic from the search engines is awesome, people keep on coming to your PI and you keep on getting commissions.

But what if you want to get more traffic?

You already know your PI is converting well. Wouldn't it be better if you made more money by getting more TARGETED traffic to your PI?

The key here is to get targeted people. You can't throw up a PPC campaign on general keywords and expect it to give you an awesome ROI.

Too much jargon? Let me break it down for you...

You're already making money with a Profit Instrument, and let's say you're getting 50 visitors from the search engines who are searching for PNK and end up on your website.

Wouldn't it be awesome if you could get, let's say 300 visitors a day? All of whom are searching for PNK and then ending up on your website.

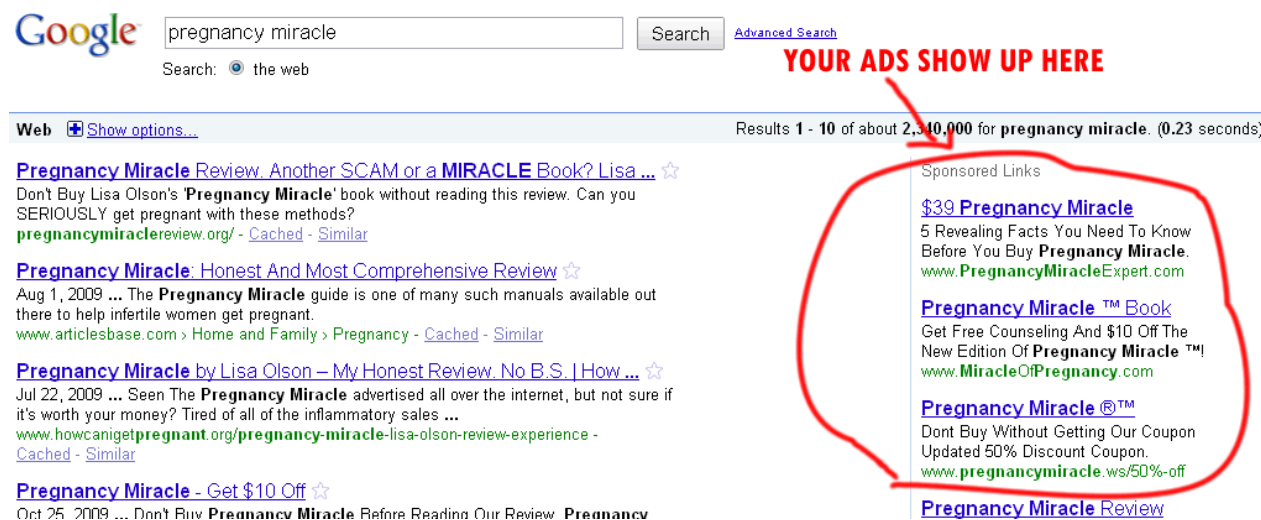
This is the main aim of the Expansion module – to help you get more targeted visitors AND to help you EXPAND your earnings from your PI.

PAY PER CLICK (PPC)

If you've used PPC before, you'll probably find it a piece of cake to setup PI targeted PPC campaigns.

If you're new to the game, don't worry – it actually is a piece of cake.

You'll be creating ads and targeting PNK's so that your ads show up in the 'sponsored links' area whenever someone searches for PNK.



Whenever someone clicks on your ad, you'll pay – so that's why its called Pay Per Click.

The positions of ads are determined by your Bid amount and Quality Score (in Google Adwords)

The reason why PPC works great with Profit Instruments is because:

- 1) Our ad will show up only for PNK searches. So, the visitors are highly targeted.
- 2) Our Profit Instrument is focused on just one keyword: PNK – And that is the same keyword we'll be bidding on. So, our page relevancy will be perfect – hence giving us nice quality scores.

For the best results, we'll create campaigns in the three major PPC networks:

- 1) Google Adwords: <http://adwords.google.com>
- 2) MSN Adcenter: <http://adcenter.microsoft.com>
- 3) Yahoo Search Marketing: <http://advertising.yahoo.com/smallbusiness/ysm>

If you don't have an account with all three of these PPC Networks, then you know what to do... Go signup right now.

After you've signed up, the first thing will be to create your campaign.

Now traditionally, if a marketer wanted to setup an Adwords campaign then he would have to:

- Do a ton of keyword research to create a huge keyword list
- Sort, Filter, Edit, Modify, and Group those keywords and create adgroups
- Create a ton of ads for each keyword
- Create a ton of landing pages and make them relevant to one keyword

I'm NOT into such complex things. I like simple and effective techniques.

So, here's what you have to do:

- 1) Create a new 'search' campaign
- 2) Create an adgroup for each Profit Instrument
- 3) Create an ad that's catchy (hint: similar to the all in one seo config that we did)
- 4) We'll bid on just three keywords: PNK, "PNK", [PNK]
- 5) Place a bid of about 30 cents to begin with, and vary it according to your ad position.

Some examples of good ads:

Product Name – A Scam?

Is Product Name Legit? Check Out A
Shocking Review To Learn The Truth!
www.YourProfitInstrument.com

Product Name – Worth It?

Does Product Name Help In
[Write Benefit]? We've Got The Facts!
www.YourProfitInstrument.com

Enter your first ad here. You can create more ads later. [Help me write an effective text ad.](#)

Headline

Description line 1

Description line 2

Display URL

Destination URL

Ad preview

[Product Name – A Scam?](#)
 Is Product Name Legit? Check Out A
 Shocking Review To Learn The Truth!
[www.YourProfitInstrument.com](#)



Keywords

[Select keywords](#)

Your ad can show on Google when people search for the keywords you choose here. Start with 10 to 20 keywords that relate [Help me choose effective keywords.](#)

Enter one keyword per line. [Add keywords by spreadsheet](#) Sample keywords, based on a scan of your site
No sample keywords available.

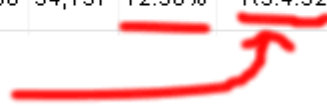
```
product name
"product name"
[product name]
```

ONLY THREE KEYWORDS

You can expect ultra high Click Thru Rates and very low cost per click. Like the image below shows my campaign stats of the last seven days:

<input type="checkbox"/>	● Campaign	Budget	Status <small>?</small>	Clicks	Impr.	CTR <small>?</small>	Avg. CPC <small>?</small>	Cost	Avg. Pos.
<input type="checkbox"/>	● Campaign #1	Rs.20,000.00/day	Eligible	4,230	34,157	12.38%	Rs.4.32	Rs.18,272.59	1.7

That's Like \$0.10 per click



Keep a budget of about \$30 to \$50 if you're starting out. Then vary it according to your profits.

PAY PER CLICK (PPV)

Pay Per View is a new and very cheap traffic getting technique.

Its similar to PPC – You create campaigns, put in some keywords, but instead of paying per click, you're paying per view.

You don't need to create an ad to start a PPV campaign. Basically, whenever a person types in your keyword or visits a website that has your keyword in the URL, then a popup or popunder will be triggered with your website.

That popup will contain your Profit Instrument.

Because you're paying per view, the costs are pretty low and you can get a lot of visitors if your PNK is popular.

There are several PPV Networks. Some of my favorites:

- 1) MediaTraffic
- 2) Adon Network
- 3) Clicksor
- 4) TrafficVance

I recommend that you start with Media Traffic. Their initial charges are about \$200 which will be spent in your ads – Its a little high for many people but you can get a lot of visitors for \$200.

There are three type of campaigns that you can create:

Keyword/URL Targeted: Most effective and costliest (still way cheaper than PPC)

Category Targeted: Little effective and slightly cheaper

Run of Network: Pathetic and cheapest. Gives you garbage traffic.

We'll be creating a keyword/URL type of campaign.

All you need to do is enter your Profit Instrument URL and enter the keywords that you want to target, which will be:

product name

productname

productnameofficialwebsite.com

Again, its as simple as that. We're also targeting the official website URL of product name because if somebody is actually visiting the official website, then they are the most targeted

and they'll see our PI.

An initial budget of \$10 per day is good enough.

STEP 1 - ADJUST CAMPAIGN SETTINGS

Campaign Information	
Name:	pnk
Daily Budget:	\$10.00 <i>i</i>
Frequency Cap:	1/24 <i>i</i>
Country List:	US
Status:	active
Advanced Features	<input type="button" value="Show"/>

STEP 2 - ENTER THE PAGES WHERE YOU WANT TO RECEIVE TRAFFIC

Destinations	
Create a New Destination	
Name	<input type="text" value="PI Name"/>
Destination (URL)	<input type="text" value="http://yourprofitinstrument.com"/>
Category:	<input type="text" value="Finance - Trading & Forex"/> <i>i</i> <input type="button" value="Add"/>

STEP 3 - ENTER THE URLS AND THE KEYWORDS YOU WANT TRAFFIC FROM

Targets	
New Targets For Destination "pregnancy miracle"	
CPV:	\$ <input type="text" value="0.015"/> <i>i</i> actual minimum CPV required : \$0.015
Target list: <i>i</i>	<input type="text" value="product name
productname
productnameofficialwebsite.com"/>
<ul style="list-style-type: none">- URLs and/or keywords- One per line- No "http://" nor leading "www"- Case insensitive- Maximum 3 individual keywords- Maximum 40 characters for URLs	Precision Match Syntax: target = Complete URL <i>i</i> "target" = URL without query string <i>i</i> [target] = Query string only <i>i</i> *target* = Search engine <i>i</i>
<input type="button" value="Add Targets"/>	<input type="button" value="Replace Targets"/> <i>i</i> <input type="checkbox"/> Update CPV for replaced targets <i>i</i>

MEDIA BUYING

Media buying is one of the most powerful techniques of getting traffic, and even though its not targeted, it can generate a ton of profits (and losses) in the very short period of time.

Uptil now, all the big super affiliates were using this, but the threshold of create a Media Buy campaign has reduced greatly, and anyone can start using this technique now.

Only try media buying if you have a lot of money/budget to spend on a campaign.

Basically, Media Buying is a technique in which you buy banner space on high traffic websites and you pay CPM which is cost per thousand impressions.

You can easily lose your shirt in a Media Buy campaign if your ad does not get good Click Thru Rates, or if the traffic is not good.

The way to proceed with a Media Buy Campaign is:

- 1) Join networks like: BuySellAds, Clicksor, Adengage, TraffiQ, BlogAds
- 2) Search their network and find out sites that match the best with your required 'demographics' (Check demographic information in Quantast)
- 3) Create a powerful banner with a good Call-To-Action
- 4) Measure stats and if you see profit, congratulate yourself. If you see loss, then move on.

I'm warning you upfront – Media Buy is risky!

Only try this if you have a few established Profit Instruments and have a good budget to spend on a campaign.

EMAIL MARKETING

Cheesy term :) ... I'm not here to teach you about email marketing. I just wanted to remind you that this is one of the most powerful ways of expanding your income with Profit Instruments.

I've gone into little detail about this technique in the optimization module. I want to touch base here and explain you how you can expand your income with this technique.

If you don't have an autoresponder service like Getresponse, please get one first.

There are three things to a successful email marketing campaign:

- Bait
- Followup
- Netting

No, I'm not teaching you how to fish :)

Bait:

You need a good, related bait (which can be a report, video, resource) to force a visitor to give them your name and email address.

You can create a bait from PLR material or through your own research. Combine some information to create a report or shoot a video of yourself explaining something.

Just because you're giving it away, doesn't mean it'll be low quality. The better the bait, the more successful with your email campaign be.

Put and optin form with the bait in your Profit Instrument (in the sidebar, above the first post or anywhere in between)

Followup:

A great followup sequence for the next 5-6 days is all it takes to close a sale.

You can pick up autoresponder messages from the products' affiliate resources page or create one yourself.

The followups need to be conversational so that a reader will know you as a person – that way they'll trust you when you promote anything.

Netting:

After the first few days, if the product you're promoting doesn't generate a response, then you can sell them other related stuff.

So now, instead of selling 'Bob's Garbage Cans' you'll be selling “Tom's Garbage Cans” or “Tom's Garbage Boxes” or “Gary's Garbage Lids”

People want to buy stuff but they don't want to be sold to. So remember to treat your list with respect – the same way you would like to be treated if you were in someone else's list.

A lot of sales can be generated from email marketing.

EXTRA COMMISSIONS

This is a simple but excellent technique to increase your commissions.

In CPA Networks, you can actually contact your affiliate manager and ask them for a 'higher commission'.

If you're someone who is consistently getting the CPA Network some leads, the affiliate managers usually give out higher commissions.

I've remember a case when I was making \$29 per lead and I was generating 10 leads a day. (yes yes, it was a PI)

I just sent the following to my affiliate manager

Hi [Aff Manager's Name],

I've been making about 10 leads a day for [Product Name] offer.

In order to increase traffic, I have a huge campaign in mind, but in order for me to proceed with the campaign, could I have a higher commission for the [Product Name] offer.

Let me know if that can be worked out.

Thanks,

My Name

It worked! My commission was raised to \$35 per lead... Hah!

By just sending one email, I was making \$60/day extra :)

You need to talk to your affiliate managers. I cannot stress how important that is.

ROLE REVERSAL

I can't get into much detail here. But here's the thing:

If you create a Profit Instrument and it starts making you \$10,000 a day or something – basically when you know that the PI is converting brilliantly and making a lot of sales daily.

What does that tell you?

It basically means that the product is in demand and the market of the product is hungry. People are looking to buy similar stuff.

So here's what you can do:

Create your own product similar to the one you're promoting

Now because you already understand the market, it'll make your life easier. And because you know WHICH product is actually making a lot of sales (the one you're promoting) – you can create something BETTER than that product.

It all sounds fancy talk, but creating a product is difficult and so is marketing.

But I just wanted to squeeze this point in your brain – so that in case you want to get extra-creative, you can actually do this thing. Heck, I've done it ;)