Hello,

Below you will find your customizable ecourse.

To edit the course quickly and easily just copy

the code phrases below into the "find/replace"

feature in your text editor. This is usually found

under the "edit or search" menu at the top of

the page.

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**Instructions**

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- Highlight and copy the copy and paste phrases including

 the quotation marks. one at a time and paste them in

 to the "find what" box.

- Type your own information in to the "replace with" box.

- Click the replace all button.

You're done now just check to see if all of the information

is correct and then paste your messages in to your follow

up auto-responder and start sending it.

------------------------

**copy and paste phrases**

------------------------

"autoresponder code here" (found in your autoresponder service)

"confirmation link" (found in your autoresponder service)

"your first name here"

"your email address"

"your URL here"

----------------------------------------------------------------

Conformation message:

Hello "autoresponder code here"

Thank you for your interest in the Increasing Revenue With Google

Adsense Crash Course.

It is very important that you confirm your subscription

so that we can start sending your messages.

Please take a minute and click the link below

to confirm.

"confirmation link"

We will send your first lesson as soon as we receive

your conformation.

Remember we value your privacy. We will never rent, share or

sell your email address.

"add your name here"

----------------------------------------------------------------

1

Subject line: First Lesson - Increasing Revenue With Google

Adsense Crash Course

Hello "autoresponder code here",

Welcome to the first lesson in Increasing Revenue With Google

Adsense crash course.

Each day for the next few days you will receive a lesson that will

help you learn the ins and outs of Google Adsense, so that

you can use it to increase the revenue from your website.

In this first lesson let's talk a little about what Google Adsense is

and why you should consider using it to increase the revenue of

your online business.

Just in case you haven't heard about Adsense, it is the program

that Google uses to place ads from their Adwords program on

individual publisher’s sites.

These ads are contextually related meaning that wedding ads

appear on wedding sites and fishing ads appear on fishing sites.

If you already have a website or blog, it is not hard to start making

money with Adsense.

Adsense is a “fix and forget” residual income system. You simply

copy and paste the code (which is quite simple to do) that the

program provides you with and you can receive income as long as

people visit your site and click on the ads.

When it comes to placing advertising on your site pages there are

different options. You could sell or trade ad space or use banners

from different affiliate programs and it would probably make you

some money.

But, did you know that there are people who earn in excess of

100.000 dollars a year just by using Adsense?

Please keep in mind that a 100 thousand a year is not the

average income of every user. In fact there is probably a much

higher percentage of people that make little or nothing with this

program.

So the big question is, it really worth your time to place Adsense

ads on your site?

The answer is a definite yes. Especially if your site is already

receiving a fair amount of traffic to your website.

This can be in the form of a heavily visited blog or website or

having dozens or hundreds of sites that get a trickle of traffic. The

real game is getting the numbers whether it is to one site or many.

It's completely free to join the Adsense program and it almost

takes no time. The potential database of websites from AdWords

is larger than anything you might encounter from any competitor,

numbering over 150.000 users. This means as more people

compete the CPC or cost per click for search terms will inevitably

rise.

Also, setting up Adsense on your site is a breeze, and you can

complete the whole process in less than an hour. It takes a lot less

to do then any form of affiliate advertising which is yet another

reason to choose the easy Adsense approach.

All you need to do is add an Adsense banner on your website

(other then registering with the program of course) is to copy &

paste a few lines and you're all done, you get to choose where the

banners go, how large they are and how they integrate with the

rest of your site.

For any webmaster out there, that's a killer scheme because it lets

you draw the line between your site's usability level and the

amount of advertising you wish to have. Some people need the

money badly while others just keep Adsense running to pay for

the hosting of their website.

Adsense is a great advertising program because a lot of thought

has went into making it "just work for everyone". It works great for

the people who use AdWords, for the webmasters using

Adsense , and most importantly for the visitors of the websites.

We have a lot to go over in the next seven days if you want to

learn how to increase your revenue with Google Adsense, so

make sure you look for your next lesson soon. We will be talking

more in depth about how you can make money with Google

Adsense.

Thank you again for joining,

"your first name here"

"your email address"

"your URL here"

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2

subject line: Second Lesson - Increasing Revenue With Google

Adsense

Hello "autoresponder code here",

It’s time for your second lesson in the Increasing Revenue With

Google Adsense crash course. I hope you found lesson one

informative.

In this lesson we will talk a little more in depth about how you can

make money with Google Adsense.

As we discussed in the last lesson Google runs a highly profitable

pay per click advertising program called Adwords.

With Adwords advertisers take out ads on Google's network.

These ads are displayed on the search engine results and

throughout the partner networks. The way you can make money

with Google Adsense is to become part of the partner network.

It is relatively simple to become a partner. Simply go to

Adsense.com and register your site (you have to have at least one

site to get started.) Once you register, you will be able to obtain

unique html code that you can place on your site which will display

the Adwords ads. Adsense is the program for publishers.

Adwords is the program for people spending money on Pay Per

Click (advertisers).

Most people assume that the best way to make money with

Google Adsense involves having a lot of sites. While you can

technically make a lot of money if you have hundreds of thousands

of visitors to one site, the way most people make money is to have

a lot of smaller sites that get a fair number of visitors.

To increase your chances of success you should have a plan that

includes putting up several “made for Adsense” sites a week.

These sites are ideally 10 to 15 pages of content plus the required

supporting pages such as your privacy policy.

There are many ways to generate the content for these sites. You

can write it yourself which is time consuming. You can pay to have

it ghostwritten for you which can be expensive. You can use

Private Label Rights articles which means the same article

appears on multiple web sites. Or, you can go to article

directories and download articles for free provided that you leave

the author’s resource box intact.

Once you've built a site, you need to generate traffic to it. One of

the popular ways to do this is to write unique articles and submit

them to popular article directories such as Ezine Articles and

Go Articles. Another way is to Search Engine Optimize your

pages so that they appear high in the natural organic rankings.

 I know this may sound like a lot of work, but it doesn't have to be.

 We will be talking about using premade sites in another lesson.

 This will help you achieve your goals much faster.

With Google Adsense you the main goal is to get people

to click on your ads. While you should experiment with what works

best for you, most experts agree that the larger rectangles out pull

the other versions of the ads. And, less is more. Have only one or

two Adsense blocks on your page. Any more than that and you

are allowing the less profitable ads to show on your page.

There are many people making $10,000 to $15,000 and more a

month building these made for Adsense sites. Once you get a

system down and figure out how to find popular niches, this

becomes a breeze. Remember, though, that you are not playing

at this. Building an Adsense income is a business and must be

worked at as such.

Look for another lesson soon we will be talking about the different

types of Adsense ads and customization options available so that

you can decide which ones will work best for your business.

Again, I appreciate your joining me for this short course.

"add your name here"

"your email address"

"your URL here"

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3

subject line: Third Lesson - Increasing Revenue With Google

Adsense

Hi "autoresponder code here",

It’s "your first name here", with your third lesson in the Increasing

Revenue With Google Adsense crash course

Today we will be talking about the different types of Adsense ads

and customization options available, so that you can decide which

ones will work best for your business.

There are a variety of Google Adsense Sizes. You can have

banner ads or small squares. You can also have text links, video

units, or search units. The size of your Google Adsense ad can

impact how much money you make from it. Some publishers favor

large rectangles while others place a single small square on their

pages. Some opt for images while others want only text links.

There are a whole variety of options. This article looks at Google

Adsense sizes.

First, let’s look at the Google Adsense sizes for ad units. The 720

x 90 leader board is similar to the Banner ads that were so

popular

in the 2000 to 2002 (pre dot bomb) era. In fact, if you use this size

and enable images, you may get an actual banner some of the

time. Other horizontal Google Adsense sizes are 486 x 60 and

234 x 60 half banner.

Next, we'll examine the vertical Google Adsense sizes. There are

two towers – one is a 120 x 600 skyscraper and the other is a

slightly thicker 160 x 600 skyscraper. In this category, you also get

the 120 x 240 vertical banner.

Then, there are six kinds of squares. The largest is the 336 x 280

large rectangle. Many publishers have found this particular

Google Adsense size’s ad to be their best performing.

Other squares include the 300 x 250 medium rectangle, the 250 x

250 square, the 200 x 200 small square, 180 x 150 small

rectangle and the 125 x 125 small square.

The small sizes display only one ad. If you are going to use these

and no other units, you may find that your clicks have a higher

payout than average.

But don’t overlook the other Adsense properties in favor of the

more traditional Adsense for Content units. For instance, there

link units that come in six Google Adsense sizes and feature four

or five links.

Additionally, there is a recently improved Adsense for Search ad

feature. This allows you to place a Google search bar on your

web site. If people click on that and then click on the ads on the

page it generates, you get a fraction of the money.

There’s also Adsense for Feeds. If you have a feed burner

account, it is easy to add ads to your RSS.

If you have domains just sitting around not being used, add

Adsense for Domains to your parked sites and make money off of

them.

You can place videos from You tube on your site and make money

from them using Adsense Video units.

Finally, if your website is set up so that mobile units can access

them, placing Adsense for Mobile Content can bring you another

revenue stream.

As you can see there are a variety of Google Adsense sizes and

programs. Figuring out which ones will make you the most money

is part of the job of every Adsense publisher.

Don’t just try the one that “looks best” with your page. Keep in

mind that testing various sizes is part and parcel of what internet

marketers do. So, test all of the Google Adsense sizes.

And remember if you are having trouble understanding the

different

ad options available to you Google has extensive help files and

forums that you can use to get help.

Look for another lesson soon we will be talking about using

Adsense ready sites to decrease your workload and increase

your revenue.

"add your name here"

"your email address"

"your URL here"

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4

subject line: Fourth Lesson - Increasing Revenue With Google

Adsense

Hi again "autoresponder code here",

I hope you are learning a lot from the Increasing Revenue With

Google Adsense crash course.

Today let's talk about using Adsense ready sites to decrease your

workload and increase your revenue.

Adsense ready sites are websites that are ready for you to upload

to your server and start making money on right away. While they

vary from package to package, most have similar features.

For instance, Adsense ready sites should be already search

engine optimized. That means that they have custom meta tags,

H1 tags, and title tags. They should also have a Google sitemap

and approved Privacy Policy as part of the package.

Then there are the ads themselves. Adsense ready sites should

allow you to input your Adsense code and have fully working ads

ready to go. Many also allow you to make money off of a paypal

referral program as well.

Each page should have a static file name. And, the pages should

cross link to each other to maximize their SEO value.

The sites have a full array of graphics already loaded into them

that are perfect for the theme.

Some Adsense ready sites come complete with articles. For

others, you have to write the content yourself. Still others randomly

pull content from RSS feeds and from article directories so that

the visitor will have a fresh experience each time. Make sure you

know exactly what you are getting before buying an Adsense

ready site.

In addition to supporting Google’s Adsense program, some

Adsense ready sites have other monetization methods. For

instance, many incorporate products from the popular Clickbank

site which also requires a simple sign up rather than approval for

each product you promote.

Some producers of Adsense ready sites provide extra services

as well. For instance, for an additional fee, you can have the

producer install the site for you or submit your site to many

directories. Others include step by step written or video

instructions.

Generally, producers give away bonuses as well. Sometimes

these are extra sites (“buy 10, get 2 free”), ebooks on marketing,

software, or coupons for free pay per click advertising.

You can find individual made for Adsense sites as well as

packages with 400 or more sites in one download. Some are free

while others will cost you a small amount. One producer who is

selling 425 Adsense ready sites charges $147 for the complete

package which includes many with articles already on them.

Know that when you buy sites that are being sold to a large

number of people, it leaves a large “footprint.” That means that the

search engines will not rank them as highly. As a result, you will

have to drive traffic in other ways such as article marketing or

forum marketing.

Alternatively, you can take the site as a base and do a significant

amount of modifications to reduce its footprint. This of course is

my personal choice, because it will save you a nice amount of

work and by taking the time to make a few customizations you will

end up with a nice collection of sites that will rank better and bring

in more revenue for you.

Look for another lesson soon I have some simple tips to increase

your Google Adsense income.

I'd love to hear from you! Please let me know if you have any

questions.

"add your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

5

subject line: Fifth Lesson - Increasing Revenue With Google

Adsense

Hello "autoresponder code here",

How are you? We're winding down to the end of this short course,

but we still need to go over a few things.

That's why today I want to share with you some simple tips that you

can use to increase your Google Adsense income.

Let's jump right in!

- Limit your Adsense blocks to one per page.

While you might think that multiple ads mean multiple ways to

increase your Google Adsense money, what really happens is that

lower value ads are placed on your site. If the visitor is going to

click, you want him to click on a high value ad.

- Use multiple formats.

The main Ads by Google block is great, but it is only one of three

formats. The other two are the text link ad (which you can make

look like your navigation bar) and the Google search tool. Using

one of each of these formats does not violate rule #1.

- Place a large rectangle above the fold.

The best way to format a page is to have your headline followed

by a large Adsense block. Start the keyword-rich article down

below.

- Have content rich sites.

You should try to have at least three phrases on each page that

Google can “grab a hold of” to make ad placements. One of the

quickest ways to lose your shirt is for Google to not be able to

place any ads and display public service ads instead.

- If you want to make Google Adsense money, you have got to

chase higher paying keywords.

As you build websites, you will find that some Adsense clicks are

only worth a penny or two while others bring in a couple of dollars.

Highly competitive high dollar industries like insurance and

personal injury law tend to be best.

When in doubt, use the Google Adwords keyword tool to

determine whether advertisers in the industry are spending a large

amount per click.

- Generate more traffic to your site.

If you have a click through rate of 10 percent, you know that 10

percent of all new visitors who come to your site will make you

money. So, go out and entice more people to your site. It will

make you more Google Adsense income.

- Test, test test.

All of the above are suggestions based on “best practices” that

other people have observed. But to make real Google Adsense

money, you've got to test things out yourself.

Change the colors on the ads and see whether that affects your

click through rate. Move the ads around on the page. Try different

size ads. Then, when you find a format that works, stick with it.

Google Adsense can be a profitable way to increase the revenue

from your websites. Just keep in mind that you have to treat it as a

business.

In most cases, blogging about your life won't bring you much in the

way of Adsense income. While even earning a few dollars for

keeping an online diary appeals to some, if you want to make a

business out of being a Google Adsense publisher, you have to

take it seriously.

That means chasing the high value keywords, developing

Adsense friendly websites, and driving traffic to them. You have to

test to make sure everything is producing as well as it can.

That's it for today's lesson. Look for another final lesson soon we

will be talking about some of the pros and cons associated with

using Google Adsense.

See you then,

"add your name here"

"your email address"

"your URL here"

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6

subject line: Sixth Lesson - Increasing Revenue With Google

Adsense Crash Course

Hello "autoresponder code here",

Well, we have come to the final lesson in the Increasing Revenue

With Google Adsense crash course and before we finish up I want

to take some time and go over some of the pros and cons

associated with using Google Adsense.

As we have discussed Adsense is a great way to increase the

revenue from your websites and it has proven to be simple and

effective to incorporate. However there are negative aspects to

Adsense and alternatives that you may want to consider.

Clearly the largest negative impact with the Adsense program is

the chance of Google closing your accounts. Most of the

time this happens because of 'click fraud', which happens when

a person, automated script or computer program imitates a

legitimate person clicking on an ad, for the purpose of generating

income without having an actual interest in the ad's link.

This happens to many unsuspecting Adsense publishers.

It could be your competition doing this in order to shut you down,

or the competitor of whoever is advertising on your page, looking

to drive their marketing costs up. The simple fact is that there are

many who will do this just because they can.

If you want to prevent this from happening to you it is important that

you monitor your campaigns. You can also limit your ads to

specified countries, keep a close eye on where your ads are

displayed, try to target high-value sites and monitor your results

with a good web analytics tool like Click Tracks.

It is also important to keep track of any changes that you make

your webpages, because anything you do to your site could end

up being a big mistake costing you a great deal of Adsense

income.

If you make a change and see that your revenue has decreased

then it is vital to your income that you can quickly identify and fix

the problem.

You constantly need to make sure your site is in the spotlight of

search engines when people are searching for whatever it is your

site is about.

If you fail to do that you won't have any visitors, and that of course

means you won't have any Adsense revenue. In a way this is

nothing new, as any form of generating revenue on the Internet with

advertising has such a drawback.

And finally, another major problem is that you constantly have to

feed your site with better and better content. Now, of course,

certain sites are very well geared towards doing this but with

some types of content this is rather hard to achieve. If you are

having trouble then you may want to hire a ghost writer to

generate effective content.

When writing original content, the best thing an Adsense publisher

can do is research a topic thoroughly and then return to writing

with lots of information. Put the information into your own words,

and inject your own opinion in to it.

These are just a few of the pros and cons of using Adsense for

generating profits. Now the choice of whether or not Adsense will

work for you is completely up to you.

I sincerely hope that you learned a lot about increasing your site

revenue by incorporating Google Adsense. I wish you much

success in all of your endeavors.

"add your name here"

"your email address"

"your URL here"

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