

## Hypnotic Marketing Tips™ Issue #6:

### **"How to Master the Game of AdSense - And Profit Wildly From TRULY Passive, Automated Income Every Month!"**

*"I just had a revelation how your HMTs you send me successfully cut through all the infoglut that I normally delete as fast as I can. Here is Jason's secret for all the world to hear...can you say "INTERACTIVE?!" Sorry Jason, for spilling the beans about your hidden and mysterious talent. I couldn't help myself, mainly because I sincerely admire how you have made these tips a two way street and Eureka! Sharing my thoughts about your service has just given me a great idea but I'm gonna keep my mouth shut about it for now until I manifest it in a form I'll share with you very soon. All the best." Bill Whetstone <http://tvisio.com/> Innovative Joint Ventures*

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#### **Written & Published By:**

**[Jason Mangrum](#)**

Hypnotic Business Manager

This is a "special edition" of Hypnotic Marketing Tips.

Why so special? Because we're celebrating a new stream of passive income, our first vacation to Ireland and most importantly . . .

Our new baby boy, Michael-Angelo Mangrum. (well, almost)

We just came back from the hospital with the photos from the Ultrasound.

It's a boy. ;) )

Now, onto business... The AdSense Business.

Skye and I have recently become fascinated with this context sensitive ad server.

If you're not taking advantage of this history-making program, well... get with the program. In this issue, we're going to dissect a complete passive income generating website. We're talking about setting it up, and letting it roll. Can business get any more exciting?

In just a few minutes of plug and play with high-paying keywords, we found the passive income secret of the unseen tycoons of the internet. This revolutionized our way of thinking about creating and maintaining passive income streams. Getting away from the gurus, the preaching, the promises. Away from the spotlight and straight into a new source of automated income.

These are unique websites -- dynamically generated, informative, cash-pulling, automatically updating, search engine optimized Passive Income Generators!

What could be better?

We want to find the keywords that are going to yield the highest dollars per click. But first, before we start any new project we want to know exactly what we're doing... so, we create an MMO.

Mission: We now choose to build a fully-functional, revenue generating website optimized through Google AdSense and get our pages listed high & QUICK -- this or something better. :)

M1: Do Keyword Research. Pick a Market to Saturate.

- a) Check [Googlest.com's](#) huge list of top-paying keywords and pick the main keyword you want to build your site around.
- b) Find out how many people searched for that keyword last month on [Overture](#). (inventory.overture.com)
- c) Use [Rapid Keyword](#) to extract as many related keywords as possible from the main keyword. Then compile them into a master keyword list & save.

M2: Get the Domain, the Codes & Build the Pages.

- a) Go to [www.godaddy.com](#) and get a domain that closely matches your main keyword (i.e. the-income-tax.com)
- b) If you don't have a host, get [Thirdsphere hosting](#) or [Host4Profit](#) for your domain. If you do, add a subdomain titled the same as your new domain and redirect it to this domain.
- c) Open [SwapClix software](#) and build the Index page of your new site.
- d) Open [Traffic Equalizer](#) and generate keyword targeted pages all linking back to your main page, and optimized with AdSense.

M3: Upload All Content. Blog N' Ping

- a) Use Traffic Equalizer to upload all TE-generated pages to your web server.
- b) Use [DreamWeaver](#) or [WS\\_FTP](#) to upload the main index page of your site.

M4: Test, Get PR & Backlinks

- a) Go through all links on your newly uploaded website and make sure everything works & looks exactly as intended.
- b) Go to [PRWeb.com](#) and create a press release featuring the article on your main index page. Include your master keyword list in the 'keywords' section and place a footer link and description back to your main website (i.e. the-income-tax.com).

c) Pay \$30 for guaranteed inclusion into networks such as Overture, Yahoo Search and Google News (this is for extra additional exposure in the Search Engines)

d) Use Thirdsphere's Submitter to submit your site map to all major search engines except Google, Yahoo & MSN.

e) Go to [Blogger.com](http://Blogger.com) and create a new blog. Name, Title, Keywords and Description should match the site you want to send traffic to. (i.e. the-income-tax.com)

f) Use [Blogging Equalizer](#) to automatically spider your main site, pick up all the links within it and make a blog posting every 8 to 15 minutes, linking back to your main site and automatically pinging the search engine spiders to come visit your site QUICK. (Blogging Equalizer will make these postings for you, automatically.)

***UPDATE: Now there's an even stronger player in the field of Blog & Ping technology. It doesn't blog & ping your site -- it creates backlinks coming from OTHER websites to ANY website of your choice, thereby creating automatic and effortless streams of blazingly targeted traffic - search engine traffic! In fact, on the website there's a case-study of a webmaster who achieved a #1 position in yahoo.com with nothing more than a BLANK web page and a copy of this software!***

[See: Blog Submitter Pro](#)

**Mission Complete!** Now, check your AdSense stats regularly until you see your AdSense revenue start building your passive income - while you sleep, eat, play, take a vacation to Ireland or do anything else you love.

It's easier than you think. And here's the best-of-the-best reasons why in my humble opinion, pumping out top notch reader-ready AdSense pages far, far surpasses outright selling of ANYTHING - it's like a whole new world of marketing.

Imagine a world where you never had to sell a single thing in your life to make your living on the internet. Instead of constantly dealing with customer service and support issues, technical problems, and a whole other myraid of issues related to direct selling... you didn't sell. You served. You weren't paid by sales -- but by CLICKS!

Quick question. Do you think people click around on websites MORE often than they whip out their plastic and buy? Does it cost a VISITOR anything to click?

**Website visitors are proven to be click-happy. As long as you remain true to your topic and provide useful, relevant content that invites your reader to explore your site and your content -- you've got a sure-fire passive income generator ready to bring you a new stream of passive, automated income!**

In this powerful issue we're going to build one of these passive income generating monsters step-by-step... then, **we're going to rip it apart piece by piece.**

What's left will reveal a *keen* understanding of Google AdSense. You may see it in a whole

new light and begin to realize the very real income possibilities found within this revolutionary context-sensitive ad serving program.

Here we go... Milestone ONE: Do the Research. Pick a Market to Saturate.

a) Check [Googlest.com](http://Googlest.com)'s huge list of top-paying keywords and pick the main keyword you want to build your site around.

Main Target Keyword = dc hair laser removal washington

Maximum CPC = \$145.71

Average CPC = \$68.91 (yes, this is per click - not per sale)

*CPC = Cost per Click to Advertiser*

Base Target Keyword = laser hair removal

(we want to get a page optimized for dc hair removal washington)

b) Find out how many people searched for that keyword last month on [Overture](http://Overture) or get more research data by using [AdWord Equalizer](http://AdWord Equalizer).

AE tells us the keyword 'laser hair removal' got 60,768 searches last month -- it goes even higher for Google! Looking at the status of the listings in AE, we also see the R/S ratio for this site (the ratio of supply vs. demand) is an astoundingly low 13.

This turns out to be one of the multi-thousands of 'internet goldmines' easily spotted by AdWord Equalizer. (*\*\*\*Sidenote: I am sharing extremely in-depth information with you about a personal campaign of mine and how I did it from start to finish. With that said, I want to encourage you to seek out your own niche markets and do not attempt to use the one I'm discussing in this issue, as my hard work, effort in discovery and also energy in writing these words to you may soon no longer yield results. In another words, learn the method, but get your own niche. ;)*

c) Use [Rapid Keyword](http://Rapid Keyword) to extract as many related keywords as possible from the main keyword. Then compile them into a master keyword list & save.

Keyword List Extracted Using Rapid Keyword = 942 keywords found

I save these into a master list on my harddrive in a folder named 'laser-hair-removal' and name the text file 'laser-hair-removal-master-keyword-list.txt' (you can name it whatever you want - I tend to be as clear as possible when dealing with filenames.)

M2: Get the Domain, the Codes & Build the Pages.

a) Go to [www.godaddy.com](http://www.godaddy.com) and get a domain that closely matches your main keyword (i. e. the-income-tax.com)

I went to godaddy.com and tried www.laser-hair-removal.ws.

Guess what? No luck.

Well, I've learned when all else fails, try the "--" (double-dashes!)

And [www.laser--hair--removal.ws](http://www.laser--hair--removal.ws) is born. ;)

\*\*\*SIDENOTE: It has also been tested by Andrew Fox and mentioned on his new AdSense Mastery CD-ROM Video Tutorial that another type of domain, ".ws" has also been used with great success in the search engines, and with AdSense itself.\*\*\*

b) If you don't have a host, [get Thirdsphere hosting for your domain](#). If you do, add a subdomain titled the same as your new domain and redirect it to this domain.

I have a hosting account with [Thirdsphere](#). So I login, create my subdomain and follow Thirdsphere's instructions to redirect it to my new domain.

c) Open [SwapClix software](#) and build the Index page of your new site.

A friend and top AdSense earner, Costa Dedes created an ingenious software program that makes creating TESTED and proven AdSense-optimize websites in less than five minutes. Just sign up for your [AdSense account](#), paste the codes, enter your content (or AdSense burner code) and generate the page.

d) Open [Traffic Equalizer](#) and generate keyword targeted pages all linking back to your main page, and optimized with AdSense.

e) Use the web template you generated from SwapClix and paste TE's index, sitemap and results template tags into the template. Save the template, copy & paste the new html code for each (index/sitemap/results) and save & close each window. Now I follow the rest of the steps in TE and generate AdSense optimized, keyword-targeted webpages for my site. *(UPDATE: New Search Engine rules cause websites less than 150 pages to be ranked higher than huge websites with over 150 pages!)*

M3: Upload All Content. Blog N' Ping

a) Use Traffic Equalizer to upload all TE-generated pages to your web server.

b) Use DreamWeaver or FTP to upload the main index page of your site.

c) Go to [Blogger.com](#) and create a new blog. Name, Title, Keywords and Description should match the site you want to send traffic to. (i.e. the-income-tax.com)

e) Go to [My.Yahoo.com](#) and create a MyYahoo! account, or use your existing account to add an xml feed by RSS. (Use the step by step instructions found here)

d) Use [Blogging Equalizer](#) to spider your main site, pick up all the links in your domain and make a blog posting about every 8 to 15 minutes, linking back to your main site and automatically pinging the search engine spiders to come visit your site QUICK. (Blogging Equalizer will make these postings for you, automatically.)

M4: Test, Get PR & Backlinks

a) Go through all links on your newly uploaded website and make sure everything works &

looks exactly as intended.

b) Go to [PRWeb.com](http://PRWeb.com) and create a press release featuring the article on your main index page. Include your master keyword list in the 'keywords' section and place a footer link and description back to your main website (i.e. the-income-tax.com).

c) Pay \$30 for guaranteed inclusion into networks such as Overture, Yahoo Search and Google News (this is for extra additional exposure in the Search Engines)

**That's it! Now we test all our links to make sure everything is working like it's supposed to -- and we start checking our Adsense stats until it shows a profit!**

To gain a more in-depth understanding within each process, it is highly advised to check out the recommendations we have provided for you in this issue. These tools and priceless resources, combined with a sure-fire Mission plan and a little time can virtually guarantee you (or anyone) can become an Adsense player overnight.

And as always, if you feel that writing compelling copy is your weak point (or should be your strongest point) then you would do well to invest in Hypnotic Selling Secrets or Hypnotic Library... your ongoing learning of these methods is key to your success with these techniques. Get them now and save yourself the hassle. They're at:

<http://www.HypnoticLibrary.com>

<http://www.HypnoticSellingSecrets.com>

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*To Your Hypnotic Success,*

A handwritten signature in blue ink, appearing to read 'Jason Mangrum', with a long horizontal flourish extending to the right.

Jason Mangrum, CEO, Author,

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