

Google Shadow Success Plan

I firmly believe that setting goals makes achieving success much more likely. Having goals gives a purpose to your day, week, month, and year. Goals help you push through periods when you lack motivation or enthusiasm. Breaking down big goals into small measurable steps makes the path seem much less arduous. Somebody once told me “small bites, big elephant.” What they meant was that even something that seems huge and unachievable can be achieved if you take small steps towards the goal.

One of the fundamentals of goal setting is ensuring that the goals are measurable against a certain period of time. For example, the goal of being rich isn't measurable; you'll never be sure if you've achieved it because it's difficult to define rich and your definition tends to change over time. However, the goal of making a million dollars in a year is. You know exactly when you've achieved this. All you have to do is look at your last 12 months of income and see if it adds up to \$1 million.

Goals don't have to be set in stone. You can change your goals anytime that you decide you want something different. Having goals is all about making the journey purposeful. If you decide you want something different out of life you should change your goals to incorporate that change. Also, if you find out that your assumptions about what it takes to achieve your goals change you should modify your goals to incorporate that change. The point here is that goals should be flexible and not rigid. No sense in aiming for an outdated goal.

A huge benefit of the Google Shadow method is the ease of setting measurable goals. I know that, on average, I make \$5 a month for every single ad group I

create. I am not saying that every single ad group makes \$5 a month; I am saying that if I divide my monthly income by the number of ad groups I've created I get \$5. So, let's say I want to make an extra \$1000 a month. I know that I need to create 200 new ad groups. Simple, right?

So, I make \$5 a month average on every ad group after years of developing my system, and most of the people I've taught make about \$5 per ad group per month. This is an average across thousands and thousands and thousands of ad groups. If you know anything about statistics you'll know that the smaller the sample-size the more variation you can see in the average. So, don't be disappointed if you create 100 or 200 ad groups and your average number is different.

In my eBook I taught you everything I could about my system, but some things you have to learn by the seat of your pants. You can read all the books in the world about flying an airplane, but until you sit behind the controls and practice you won't be as good as a professional pilot.

Having said all of that, I know it's very achievable for you to make \$5 per month per ad group once you get the hang of the Google Shadow System. It's been achievable for others that I've taught, so it's achievable for you too.

Speaking of goals, one of my goals in life is to help others achieve financial independence (I know this goal isn't specifically measurable). I've already achieved this with quite a few of my friends and subscribers. Now, I want to help you achieve financial independence with Google Shadow. In this report I am going to help you develop a plan to achieve financial independence.

I want to walk you through this process and give you tips on how you can achieve these goals with Google Shadow. At the end of this report there is a set of work sheets that will help you visualize this process.

The first thing you need to do is define financial independence. I define financial independence as the ability to go where I want whenever I want, do whatever I want), and stay as long as I want. How do you define financial independence? Is it being able to quit your job? Is it making enough so that you can buy a car, a house, or an airplane? Is it making enough so your spouse doesn't have to work?

Whatever it means to you, the next thing you need to do is figure out how high your income needs to be to achieve that. Is it \$1,000 a month? \$5,000? \$10,000? \$100,000? It doesn't matter what the number is, as long as you're willing to do whatever it takes to get there.

Assuming you can make \$5 a month for every ad group you create, how many ad groups do you need to create to hit your number? How long will it take you to create those ad groups? How much time will you dedicate to managing those ad groups, making sure you're killing the losers and cranking the winners? These are questions I can't answer for you. But what I can do is provide you with the template for a step-by-step plan to achieve your goals.

Alright, so now you have your monthly number. The next thing you need to do is take your number and divide by the amount you think you'll make per month per ad group. As I said before, \$5 per ad group per month is pretty average. The answer you get will be the total number of ad groups you need to create.

Ok, so now you have a specific target for how many total ad groups you need to create. Now you need to set some timelines for yourself. How soon do you want to make your number? One month, two months, one year...? Remember to include some time to educate yourself; just like with any new system there is a learning curve. A huge part of the learning curve is getting your hands “dirty.” Get in the trenches and make a few mistakes and have even more successes. After you’ve got the hang of things you’ll be able to crank things out and hit some big numbers. How quickly you topple the learning curve is largely dependent on you. Do you normally pick things up pretty easily? Are you pretty good at figuring out how to navigate around unfamiliar websites? Can you analyze profit and loss pretty quickly? Even if you answer “no” to all of those questions you can still be successful, it just gives you a bit of a head start if you can answer “yes” to any or all of those questions. Just get an idea of where you are starting so you can set realistic goals for yourself. If you’re not sure where the “on” button is on your computer it may be overly ambitious to think that you’ll be making \$100k a month by next week.

So, once you’ve determined a timeline for yourself, now we need to put that into a plan. Here’s what we’re going to do, we’re going to take that timeline and divide your number of ad groups into it, but we’re going to add a little twist for the learning curve.

Let’s start with the twist for the learning curve. I always recommend that everyone start out PPC marketing doing things manually. By manually, I mean without tools that automate the process. I know, I know... you just bought the Google Shadow Software and you’re dying to use it. Google Shadow is a killer tool that I use just about every day and can’t imagine doing things without it, but you need to crawl

before you walk, and you need to walk before you run. So, what I recommend is you dedicate yourself to going through the Google Shadow eBook and learning the ropes manually. I think you should create 100 ad groups the manual way, without The Google Shadow software. This is important because when you create ad groups manually you see everything that goes into creating an ad group. Also, since creating ad groups manually takes quite a bit longer than it does with Google Shadow, you put ad groups up in AdWords at a slower pace. This gives you a better control at first. It's much easier to manage 10 ad groups than it is to manage 1,000. Things can get out of control pretty fast if you don't have a strong grip on what you're doing and you launch a bunch of new ad groups. Basically, putting ad groups up manually flattens out the learning curve because things happen at a slower pace. Spend at least two weeks creating ad groups every day and looking into your accounts, and make sure that you get at least 100 ads up in that time. While 100 ad groups is recommended, if you just don't have the patience at least commit to doing 10 manually so you have an understanding of Google.

What we want to do now is figure out how many ad groups you need to create per day in order to achieve your goal, AFTER you write the first 100 manually. So, the easiest way to explain this is with an example, let's say your number was 1000 ads in 12 months. Take the total number of ads you need and subtract out the 100 ads you'll write in those two weeks. Now take that two weeks out of the total time you have to achieve your goal (you can round up to a full month if it's easier). What you have left over after those first 100 ads is 900 ads to write in 11 months (I rounded up the 2 weeks). So, if you need 900 ads in 11 months you'll need to write 82 ads per month (900 ads / 11 months). That means you need to write about 20 ads a week (82 ads / 4 weeks). If you commit to working 5 days a week on your

business that means that you'll need to write about 4 ads per day to total 82 ads in a month. Small bites, big elephant.

You should plan on spending a couple of hours in one day getting all of your accounts set up. The next day you should write 5 ads. This will take you a little bit of time as you navigate through the affiliate network and save the affiliate links. Make a goal to create at least 5 ad groups a day for the next 5 days, including the second day. At the end of seven days you should have 25 ad groups created; one day for account set up and six days with five ad groups a day. Now, you should be fairly comfortable accessing the affiliate network and AdWords. Create 10 ad groups a day for the next 7 days. At the end of two weeks you'll have 100 ad groups written. Make sure that each day you are checking your ads' performance, see if you've made any sales and how much you've spent. Refer to the Google Shadow eBook for bidding strategies.

Alright, so you've put your first 100 ad groups up manually. Now you need to subtract those 100 ad groups from your total number of ad groups necessary to hit your target. Now, when did you want to hit your number? Take the number of days between then and now and divide the number of ad groups by it. That number is the number of ad groups you need to create everyday to hit your goal. Is it a lot? Probably not when you see it in such bite-size chunks, remember small bites big elephant. This is where The Google Shadow software really gives you an advantage. It saves so much time it's ridiculous. I can create more than 10 times the number of ad groups with it than I ever could manually. Now remember that daily number includes every single day including weekends, holidays, etc. Some people will be dedicated and work every day, others will want some time to themselves. Neither way is right or wrong. Just remember if you work all day

everyday you miss out on life, but if you take too much time off you'll miss out on profits. Choose the balance between the two that works best for you and include it in your goals. In the worksheets at the end, I'll show you how to account for days off.

There are over 10,000 merchant offers in ClickBank. There are thousands in ClixGalore. There are hundreds of CPA networks with thousands of offers between them. There are thousands and thousands of independent merchant programs as well. The opportunities are almost limitless. It's up to you reach out and grab them.

Make sure you include some time to find new affiliate networks, or better yet, new independent merchants to sign up with. Don't get lost in signing up for too many networks, though. Make sure you can keep track of everything. The trick to conquering the learning curve is to not overwhelm yourself.

Now, I can't guarantee that you will achieve your goals if you follow this method. But what I can guarantee is that you'll have a much higher chance of success if you have measurable goals and a plan to achieve them.

Now let's set your goals and make your action plan for success. We're going to break it down so that you can actually implement it. **The following pages are for you to print out and use for yourself.** This will give you something to set your goals by and achieve the success you want. On the next few pages you'll be able to define your own goals and set up steps to achieve them.

What does financial independence mean to you? In the left column of the chart below list the things that would mean to you that you are financially independent. Remember that these are the things that you would be able to do, or things you

would own that signify financial independence to you. In the right column list the amount of money you need to make per month to have the item or thing you want in the left column.

Things that mean financially independent to me:	The amount per month I need to make :
Total the column on the right and insert in the total in the box to the right→	Total:

Was that table big enough for you? If not, that's great, feel free to use an extra sheet of paper to get everything.

Alright the next thing we're going to do is turn that income into a number of ad groups. You're going to take the monthly income goal from above and divide it by how much you think you'll make per ad group. Remember that my average and the average of most people is about \$5 per ad group created. At this point use your best guess and modify your number as you get a better idea of your performance. Goals aren't set in stone and can be changed any time you want.

Your Monthly Number: _____

Amount made per month per ad group: _____

Total number of ad groups: _____

Alright now you know about how many ad groups you need to create to achieve your income goal. Remember that you'll need sometime for a learning curve. I like for everyone to create at least 100 ad groups manually before diving into The Google Shadow Software.

Now, let's make your action plan...

I commit to do the following in order to achieve my goal:

Over the next two weeks I will do the following:

Day 1: Sign up for an AdWords account and an affiliate network account

Day 2: Find 5 affiliate links and create 5 ad groups for those affiliate links.

Day 3: Check on the ad groups I wrote the previous day. Find 5 more affiliate links and create 5 more ad groups.

Day 4: Check on the ad groups I have running and make necessary changes. Find 5 more affiliate links and create 5 more ad groups.

Day 5: Check on the ad groups I have running and make necessary changes. Find 5 more affiliate links and create 5 more ad groups.

Day 6: Check on the ad groups I have running and make necessary changes. Find 5 more affiliate links and create 5 more ad groups.

Day 7: Check on the ad groups I have running and make necessary changes. Find 5 more affiliate links and create 5 more ad groups.

Day 8: Check on the ad groups I have running and make necessary changes. Find 10 more affiliate links and create 10 more ad groups.

Day 9: Check on the ad groups I have running and make necessary changes. Find 10 more affiliate links and create 10 more ad groups.

Day 10: Check on the ad groups I have running and make necessary changes. Find 10 more affiliate links and create 10 more ad groups.

Day 11: Check on the ad groups I have running and make necessary changes. Find 10 more affiliate links and create 10 more ad groups.

Day 12: Check on the ad groups I have running and make necessary changes. Find 10 more affiliate links and create 10 more ad groups.

Day 13: Check on the ad groups I have running and make necessary changes. Find 10 more affiliate links and create 10 more ad groups.

Day 14: Check on the ad groups I have running and make necessary changes. Find 10 more affiliate links and create 10 more ad groups.

Total ads I created: _____

**Now, let's take the total number of ads you needed
and subtract the number you created over those
two weeks:**

Total ads groups needed: _____

Less total ads groups created: _____

Ad groups remaining: _____

**Divided by number of months
left until I want to achieve goal:** _____

Number of ad groups I need to create per month: _____

Number of ad groups per month: _____

Divided by 4 weeks in a month: _____

Number of ad groups I need to create per week: _____

I'm willing to work _____ days per week on my affiliate business.

That means I need to create _____ ad groups per day to achieve my goals.

Follow your plan and achieve your goals. Here's to your success!