

PV2

Traffic From PPC Advertising©

Many, if not most, Affiliate Marketer's use Pay-Per-Click (PPC) advertising to promote their seller's product. Many PPC services are offered on the Internet. Google, Yahoo and Miva tend to be the most popular. To learn more about these services, you can go to their web sites where you will find complete instructions as to their use.

Google has a great self-directed programmed approach to learning Google AdWords. It is an easy (and free) way to learn what is a fairly complex system. You can even become a "**Google Advertising Professional**" by taking a special qualifying examination. Access Google's AdWord learning center here...
<http://www.google.com/adwords/learningcenter/>

PPC advertising can cost much more than it appears. A PPC cost of .05 cents can actually loose you money while a PPC cost of \$1.50 can show a net profit. It all depends on the 7 Variables!

Your AMP table (Row "A") will always tell you the maximum PPC amount you can pay to promote any product for any given case scenario. It is called your "break-even point".