

PV-A

Profit Break-Even Point For PPC Sales©

For Affiliate Marketers using PPC advertising, this is perhaps the most important number generated by the 7 Variables. For any given case scenario, it tells you the maximum you can pay for a given keyword in a PPC campaign. **Beyond this break-even point, you will loose money on every sale!**

Unless you have entered realistic values for all 7 Variables into the AMP table, you cannot be sure your PPC break-even point is accurate! You will have to calculate it “on the fly” or after the campaign is over (which could be too late).

REMEMBER; USE REALISTIC (EITHER KNOW WELL RESEARCHED OR CONSERVATIVELY ESTIMATED) NUMBERS FOR YOUR 7 VARIABLES.

Fortunately, the advantage of having the AMP table is that you can use up to 6 possible case scenarios to analyze, evaluate and answer the question: “Will I be able to reach my profit goal with this product?”

Always consult the AMP Table to evaluate a product before deciding to represent it. Better safe than sorry!