

# THE FASTEST WAY TO GROW YOUR BUSINESS

*How to Get New High Quality Leads  
For Your Business In As Little As  
48 Hours*



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# Introduction

In this rapid-fire presentation, we're going to show you the number one way you can build your practice. If you are interested in making more money, attracting more clients, enjoying a higher standard of living and helping more people, then you will love what we have to share with you.

What is the single best way to build your business? Google AdWords. Whether or not you've experimented with AdWords in the past, we're here to explain exactly why AdWords is so powerful for business owners marketing to their local area. Search Engine Optimization (SEO) is a waste of money and time in the majority of cases and tends to have inferior ROI (Return on Investment) to a quality AdWords campaign; this will be explained in greater detail later in this paper.

If you're already spending money on an AdWords campaign, we'll share some powerful tips you can use to squeeze even more out of every click you're paying for. If you have never used AdWords before, we'll be showing you exactly why you should immediately get moving with an AdWords campaign the moment you finish reading this report.

Marketing takes two main forms. The first (which is the majority of advertising you see around you every day) is "interruption marketing". You didn't *ask* to see the commercial shown to you in-between segments of your favorite TV program, and as such, the likelihood that you'll actually go out and spend money purchasing that advertiser's product is, relatively, quite low.

That's not even the worst of it. How does that advertiser know that their ad actually made any money, and if so, how much? It is quite complicated to figure out the exact results generated by a TV advertisement (or, for that matter, a radio advertisement or billboard).

Google AdWords provides answers to these core issues. To begin with, instead of interruption marketing, AdWords lets you place your ad in front of someone searching for *exactly* what you do. This dramatically increases the odds that they are a “hot prospect” ready to purchase your product or services. The importance of this systematic targeting cannot be overstated.

Secondly, AdWords allows you to track the effectiveness of your entire marketing campaign in great detail. You will know exactly how much it costs to generate a lead — which means that once you’ve figured out a successful advertisement and offer, you’re off to the races! The more you spend, the more you make; a quality AdWords campaign has excellent ROI.

For all of these reasons, AdWords is an absolute MUST for every business that wants to grow. With a little knowledge in your pocket, you can generate lots of money, extremely quickly, via a handful of intelligently-designed AdWords campaigns.

Ready to learn more? Let’s head to the next section where we’ll tell you a quick story about the kinds of results that are possible when you get started with AdWords.

## Grow So Fast It Makes You Uncomfortable

Recently, we guided a client through the process of setting up an entire web presence. We built her website, filled it with solid marketing copy targeting her ideal clients, and then set up an AdWords campaign to drive prospects to her site.

The client in question is a psychologist, and her ideal client is A) looking for help immediately and B) has the money to pay her appointment fee without hassle. Since her focus of study was therapy (with many years of schooling, including a Ph.D.), marketing wasn't her strong suit.

When she came to us, we asked her how much she would like to grow her practice and in how much time. She had been struggling to gain traction, and she wanted to grow her current patient base by at least 50%.

Okay, we said, that's no problem. We completed and deployed her new website and took her AdWords campaign live.

Within two weeks, we had increased her practice far more than the desired 50%. She was acquiring new clients almost every day.

Our psychologist client was beside herself — it was almost too much for her to handle. Her previous marketing efforts (of the traditional “networking” and offline-marketing varieties) had garnered her a handful of new clients in the months previous. Within two weeks, we had tripled that figure.

Such is the power of a properly-designed AdWords campaign.

You can experience growth in your business faster than nearly any other marketing technique available, *if* you know what you're doing. Leads generated by AdWords are highly-targeted and preselected to be exactly the kind of customers that you are looking for.

In the case of our psychologist client, over 50% of the people who clicked on her ads ended up becoming a paying customer. We built the entire marketing sequence so that the clients who were right for her recognized that fact and called for an appointment.

Increasing a business by 50% is *child's play*, though. How big do you want your business to grow? How much of an increase in revenue are you ready to experience?

No matter what that figure is, AdWords is most certainly part of the strategy for helping you realize those goals.

## **But Wait a Second — What About SEO?**

When you utilize Google for search, two types of results appear. At the very top of the results are the paid advertisements created and administered within Google's AdWords program.

Businesses pay to have their listings displayed most prominently within these results. Typically, three ads show at the top of the page, and a few more display in a column on the right.

Below those (usually) three top-paid ads, the organic search results appear. These are the results produced by Google's search algorithm, which ranks websites via a number of different factors, including age of the site, the amount of content, and the number of links pointing to that site from other highly-ranked pages.

Search Engine Optimization ("SEO") is the dark art of trying to get ranked highly within organic Google search results.

We've paid attention to the world of SEO so you don't have to. We can't tell you the number of times we've received solicitations from firms that purport to help you rank highly in Google via Search Engine Optimization of one kind or another.

There are several massive caveats regarding SEO:

### **1. The rules change constantly.**

The techniques utilized to manipulate Google search results change regularly, typically around the time that Google wises up to the way people are trying to "game" their search rankings. Just when you think you've figured out SEO, Google changes the rules entirely, forcing you to both determine a new technique for manipulating search results and essentially

start over with the websites you're currently working on.

In fact, this is the best-case scenario. If Google's algorithm suspects that you've been trying to manipulate your site's position in the rankings, it is very possible that your site may be penalized. Your website can even be banished from Google's rankings altogether.

## **2. SEO is a long-term proposition.**

SEO takes time. Site longevity is one of the key measurements used by Google to rank sites in search results, which means that all your competitors who have had their websites longer than you will tend to rank higher. This is bad news for you if your site is relatively new.

## **3. Results aren't guaranteed.**

You can't track SEO the way you can track AdWords. You could easily spend thousands over the course of several months on an SEO firm that will be creating links for you from other websites, or creating keyword-rich content on your site, but none of that may actually translate to new clients. This is money down the drain. It's almost impossible to track the results generated by your SEO campaign.

All of this means that if you're serious about building your business quickly, SEO cannot be your go-to marketing method of choice. Even if you are pouring some resources into building up your site's SEO pedigree, we highly encourage you to devote some resources to a solid AdWords campaign. The results will speak for themselves.

## The Right Way to Approach Adwords

Now, some quick words of warning to those of you who are thinking that we've made a properly-designed AdWords campaign sound a little "pie in the sky" or "too good to be true."

When you get started with an AdWords campaign, initially, you need to be patient.

AdWords campaigns begin with A) no data to use as feedback for moving forward and B) no track record for Google to use to determine whether or not you're a reputable, serious advertiser.

It normally takes around three weeks to begin getting reliable results that you can measure and utilize to evolve your AdWords campaign. We have learned to steer clear of clients who aren't willing to suspend judgment for those initial three weeks.

As your ads run and you refine them, you will increase your "Click-Through Rate" (CTR) over time. The higher your CTR, the more Google will favor your ads. This means your ads will show higher in the paid rankings AND Google will charge you less per click.

If you let your campaign run for a bit and keep refining it during those initial few weeks, you'll find that your cost-per-lead goes down while your ads' position in the rankings goes up (assuming you are willing to pay a reasonable amount per-click to get fresh new leads for your business).

When you get started with AdWords, stay committed. As you test your ads, your landing pages, and your offer, you'll quickly be able to optimize your performance and make more money with each dollar you spend, increasing ROI.



Don't underestimate the power of the data Google provides advertisers. As you become familiar with the AdWords interface, you'll be awash in metadata that will let you refine your ads and allow you to get to know your prospective clients better. In particular, you'll be able to see the content of the messages they tend to click on more.

You will not receive the benefits of that cumulative data will if you give up on your AdWords campaign after fewer than three weeks, however.

# **If AdWords is So Great, Why Do So Few Businesses Take Full Advantage of It?**

After developing AdWords campaigns for numerous clients (and watching them enjoy fantastic results), the question arises: why doesn't every business profit via AdWords? For those that do utilize AdWords, why do so many campaigns experience less-than-optimal results?

The reason is simple: to succeed at AdWords, you have to think like a direct marketer. Most professionals with thriving businesses don't know how to do that — they're simply too busy being at the top of their respective professions.

There are three things to focus on to ensure you're maximizing success with Google AdWords: correctly setting up your campaign, split-testing your ads, and developing specific landing pages.

## **Correct Campaign Setup**

When you are advertising in your local area's Google search results, Google loves you. Be sure to configure your campaign to take full advantage of the options Google makes available for local advertisers.

To begin with, make sure you've properly filled out your Google "My Business" information. Having this correctly set up will prove pivotal for increasing your AdWords performance. When you first sign up for My Business, Google will mail a confirmation card to your business address to confirm that your business is legitimate. Once you've fully activated your Google business profile, there are settings in AdWords that allow your address, website link(s), and phone number to appear when your advertisement shows in the paid rankings.

There are a number of different options you can configure when you deploy your AdWords campaign, and we can't get into all of them here. If you cover just the things we mentioned, though, you'll be miles ahead of most other local advertisers in your industry.

## **Split-Testing Your Ads**

AdWords allows you to continually test your advertising methods. In effect, it is a laboratory where preconceptions about how your potential customers think are replaced with actual patterns of behavior.

The best part is — you don't need to be an expert in marketing, copywriting, or market research prior to beginning your AdWords campaign.

As soon as you begin running ads, start eliminating those with low Click-Through Rates (CTRs) and exchange them for new ones. Always have a few ads running in tandem in each ad group. Configure those ads to run against each other in competition. Google automatically serves grouped ads in rotation until you've exhausted your daily budget.

As you go, pay attention to which ads perform better. Experiment. Try new headlines, new "calls to action", and new ways of phrasing your ads. One key thing we've learned from years of working with AdWords is that actual performance will always surprise you. Ads with numbers might perform better for you, or ads with all the words capitalized. Should you include punctuation in your ads? No way to know but try!

Test continually. Make sure you let each test run long enough, and with enough traffic, to ensure you receive a proper representative sample that can be used to build further tests.

If you aren't split-testing your ads, you're missing out on the lion's share of what is possible with AdWords.

## **Set Up Dedicated Landing Pages**

Perhaps the most often overlooked component of a successful AdWords campaign is how you configure the page that people visit when they actually click on your ads.

This is called a landing page — the website someone lands on when they click the link in your ad.

Your landing page should present a focused message targeted directly at the person who clicked your ad. Make sure there is a common message leading from your ad to the words and images on your landing page.

Many businesses that utilize AdWords commit the completely avoidable mistake of sending paid traffic to their default company home page. This is NOT the way to do it.

Search the web for successful landing page templates and pattern your landing pages accordingly. They're successful for a reason.

Furthermore, keep in mind the action you want your prospects to take — do you want them to call you? If so, make sure your phone number is displayed prominently in several places, both within your advertisements and within the landing page itself. Do you want your prospects to send you an email? Position an obvious contact form directly on your landing page.

## **AdWords is Ready and Waiting to Build Your Business**

After reviewing what we've covered in these pages, you no-doubt realize exactly why AdWords is such a powerful tool for local businesses like yours. Even if you've utilized it in the past, we're confident you can optimize your campaigns and enjoy improved results by taking action on some of the principles we've shared here.

Remember — multi-million dollar businesses have been built using AdWords. There is true power in deploying a properly designed AdWords campaign and taking the time to optimize it so your results continuously improve.

Google continues to grow, and their AdWords platform is fantastic for helping you develop your business in short order.

The only limit is your willingness to invest in your own success.

## **Afterward: We Can Take Care of Your AdWords Campaign For You**

Do you want your business to enjoy all the benefits of a professionally-managed AdWords campaign but don't want to have to do the work yourself?

We work with motivated clients who are happy to invest money in growing their practice. When we take on a new client, we're careful to make sure that the relationship has the potential to be mutually beneficial for both of us. We love watching our clients succeed. One of the best parts of assisting business owners with their AdWords campaigns is receiving joyous calls of celebration after the results start pouring in. More money, more clients, more people taking advantage of your hard fought expertise – this is why we do what we do.

If you'd like to apply to have us create and manage your AdWords campaign, visit the following link:

<http://greaterheightstech.com/ppc>

We don't take everyone who applies so we can maintain the level of service and attention we know brings big results. However, if you're a good fit for what we offer, we look forward to helping you succeed beyond your most optimistic projections.