

Making Sense of AdSense

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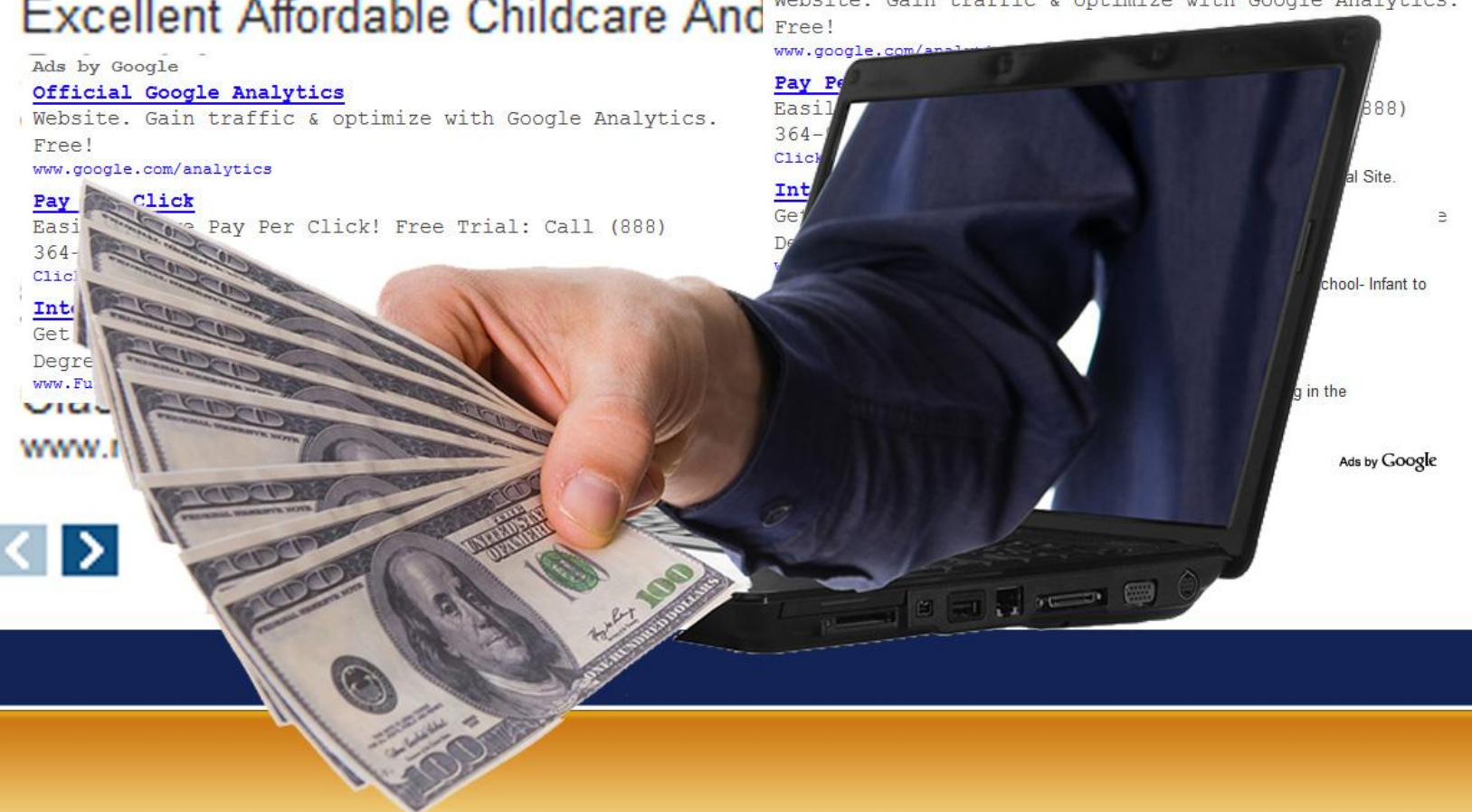
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How AdSense Can Help You Earn Extra Cash

Imagine working in your spare time, doing something you love and getting paid for it. You can do all this from home from the comfort of your computer. Just 10 years ago, this wouldn't have been possible. But today it is. It's as easy as it sounds. You can do everything described above by creating a website and selling advertising through Google AdSense.

How Does Google AdSense Work?

Google AdSense is a program that allows you to easily put advertising on your website and get paid for it. You don't need to negotiate with vendors, you don't need to write any complex code, you don't even need to create banner ads or write any advertisements.

Here's how it works:

Someone comes to your website, on which you've put your Google AdSense advertisement. Google looks at your website and decides what kind of ads to serve. It basically "reads" your website, looks through their list of advertiser and picks out several that they believe would interest your visitor.

Your visitor comes to your website, browses your site and sees that ad. If they click on that ad, then Google gets paid by that advertiser for the click. They then collect a small commission and give you the rest of the money.

It's a win / win / win for everyone because the visitor gets to see another site they're interested in, Google gets paid, the advertiser gets targeted traffic and you get fast, easy cash in your bank account!

It's Easy!

There's a lot of stigma around working from home. Society has instilled the belief that it's hard, that only a select handful of people can make money from home. That setting your own hours and being your own boss is the platinum dream to strive for, that few can actually achieve in reality.

It's just not true! Working from home and making money from home can be a piece of cake – Especially with a tool like Google AdSense!

It's Fast!

The moment you start getting traffic to your website is the moment you start getting paid. Most people don't realize how easy it really is to start getting traffic to a website.

Once visitors start trickling in, you'll quickly make your first dollar. After your first dollar online, you'll make your first ten, then your first hundred, and in not too much time you'll have your first thousand.

What's great about Google AdSense is that you start seeing progress immediately. Sure, you might start out making only a dollar, but it's great to see that what you're doing is *working already*.

Compare this to other online business models. For example, if you were selling ergonomic chairs online, you'd first have to stock merchandise, setup a merchant account and billing system, do your advertising – Then wait and wait and wait until someone is willing to make a \$600 purchase.

Not so with AdSense – The moment *anyone* just *clicks* on a link, you get paid right then and there. Since you don't have to wait until someone pulls out their credit card (which is a much higher commitment on their part) you'll start getting paid almost immediately.

Work As Much or As Little As You Want

Want to get paid more? Then work more. Want to just have a fun, profitable project on the side? Then work less!

What's great about AdSense is that there's no obligation whatsoever. It's not like having an employer that's asking you to get a certain amount of clicks per month – It's entirely up to your own personal discretion how much or how little you want to make, how much or how little you want to work.

You set your own hours, your own dates, and your own vacations. Of course, the more you work the more you'll make. The amount of work you want to do is completely up to you.

The Money is More or Less Passive

The money you make is more or less passive income – Meaning that once you put the work in, you'll get paid whether you do more work or not.

It's not 100% passive – If you have your website making \$1,000 a month, that amount will gradually go down over the course of a year or two if you don't put any new content up.

But could you take a 3 month vacation to France while continuing to get paid and not putting any work in? Absolutely! In fact, you could easily take a 3 month vacation without taking a hit on your income.

Could you build a business, get a day job and effectively be getting paid double – While putting just a couple of hours a week into maintaining your income? Of course!

The income you'll make from AdSense is about 90% passive. You can leave it for a period of months and you could do almost no work on it and it will keep coming in. It takes just a little bit of work to maintain it at its current level or just a bit more work than that to have it continue to increase.

You Can Do Something You Love – And Get Paid for It

What are your passions or hobbies? If you could get paid for anything, what would it be?

One thing about AdSense is that you can make money promoting just about any kind of website. If your passion is fly fishing, you could easily create a fly fishing website, put AdSense on it and get paid for it.

If your passion is health, you can get paid for that as well. Even if it's something obscure – Like how to raise a Rottweiler, you can get paid for that too.

Just about any topic you're interested in, that others might be interested in as well, you can make money from through Google AdSense. In other words, you can make passive income from your own home doing what you love to do. *Any topic* that you're passionate about, you can make money from.

Easy Learning Curve

Unlike many other internet businesses, Google AdSense has a very easy to follow learning curve.

A typical business's learning curve could take you up to 6 months – Maybe even longer before you make any money. You have to learn how to sell, how to write marketing copy, how to collect money, how to get traffic, how to merchandise, how to manage, etc.

Fortunately, you won't have to go through such a steep learning curve. With Google AdSense, you can start making money within your very first week. The learning curve is very easy. Learning how to install Google's code takes about 30 minutes. Getting traffic and getting paid might take you a week to learn. Apart from that, there's very few skills you need to learn.

Then you're off towards making however much you want to make!

This is a ZERO Startup Cost Business!

Most other internet businesses have huge startup costs. A typical internet business would cost \$1,000+ to startup - sometimes as much as \$10,000 and up. Initial merchandise, merchant accounts, shopping carts, etc all cost a fair amount of money to get started with.

With AdSense, your startup cost is quite literally zero. Web hosting and a domain name do cost money – About \$10 each – But even those are optional if you choose to host your sites on a Blogger or Wordpress site.

For under \$50, you can start making money online today. In no other time in history has this been possible. There's literally no reason not to get started today.

Rinse and Repeat

There's no limit to how many times you can rise and repeat the AdSense profit formula. Unlike, say, a chair business where you'd be starting competition with yourself, with Google AdSense you can literally start as many different websites as you want.

If you've started a successful Fly Fishing website making \$500 a month, you could just as easily start a website about internet marketing and make another \$500 a month.

However many times you choose to rinse and repeat is at your own discretion.

How You Get Paid

Google sends you a check once a month with the total amount of money you've earned from Google AdSense.

If you've been making \$10 a day, at the end of the month Google will send you a check for \$300.

You don't need to fill out tax forms until you've made a certain amount of money. There's no payment processing system you need to setup. Getting paid is fast, easy and intuitive.

You Can Get Started Now

With many businesses, you have to wait weeks or months before you can start earning your first dollars:

First, you have to incorporate, which could take up to a month. Then you need to get your merchant accounts and payment processors online, which could take another 2-4 weeks. Then you need to get your products ready, which could take weeks. The wait times pile up on and on while you're shelling money out of your own pocket to cover expenses.

With Google AdSense, there's no such wait times. All you need to do is start your website now and start getting some traffic.

The moment you start getting traffic is the moment you start getting paid. This could take as little as one week before you start seeing money come into your bank account!

Where to Go From Here

Now you know how easy, fast, cheap and profitable AdSense is. As I've mentioned, the learning curve is low – But there *is* a learning curve.

The first step is to make a decision now that you're going to make this happen for yourself. It's unfortunate that *so many people* get started on the path of making money from home only to never take action.

Don't let that happen with you.

You *can* make money from home. It isn't' difficult, but you do have to make a commitment. Follow through.

Once you've made the decision, the next step is to educate yourself on the technical how-to's of starting a Google AdSense website that makes money.

Specifically, you need to learn:

1. How to choose a profitable niche.
2. How to build a simple website.
3. How to create content that's compelling.
4. How to install the Google AdSense ads.
5. How to get people to click on your AdSense ads.
6. How to get traffic to your website.

Once you've learned these 6 things – Which take literally about a week to learn – Then you're ready to start making money from AdSense. Once you've had your first profitable website, it's as easy and rinsing and repeating!

In this report, you've learned the basics of what Google AdSense is, how it works and why it's both easier and faster than many other business models. Now it's take to take the next steps and educate yourself further – And then take action on actually making money on the internet.