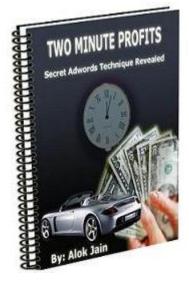# Two Minute Profits Review

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I came across Two Minute Profits by Alok Jain a few days ago and since it was under $10.00 I caved in and bought it. The system outlined is by no means Black Hat but it is not main stream either. It would be best described as one of those "tricky" little methods that you luck into (assuming it works) or come across and hope nobody else finds out. Here is the scoop. Two Minute Profits outlines an adwords system that lets you hone in on extremely small niches - 100 clicks or less per month and make a decent profit on really cheap Cost Per Click amounts. I can't say too much without giving away the farm - it wouldn't be fair to the author and besides he said he would sue the hell out of me if I revealed it all. This is what I can tell you. He uses a little trick to capture people looking for very specific info - actually products. If you follow his instructions you will set up adwords campaigns at about 2 cents per click on Google search pages that will have no other adword competitors and no relevant search results either. This will enable you to capture a very high click through rate as your ad will be the only relevant thing on the search page or SERP's. Keep in mind that you may only get a few hundred or less clicks a month because you are only targeting a very specific product. The nice thing is that a lot of those clicks will turn into sales of the product because only people looking to buy the product will ever run the search that you have targeted. This is a variation of campaigns that target misspellings but the campaign hones in on something other than misspelled keywords. It is not just a rehash of misspelling campaigns which are widely known and extremely competitive nowadays. He uses real examples of campaigns that he has

used but cautions people not to copy him as everyone who has bought his book has done this already and now his examples are ripe with competition. He does explain how to find new targets and in reality the list of targets is huge so that you should be able to find enough that have zero competition. I have started a couple of campaigns just to test out his system - too early to give any results but I will post them as I get them - or lack thereof. I wasn't going to mention this at all as it really is a gimmicky little system but I figured a few of you might be like me and enjoy finding "tricks" every now and then. If you are into things like this then give it a try - it's under $10 so what the heck. I figure if I don't succeed then I'm out a lunch. You don't need a website or blog - this is strictly adwords related and you will be sending traffic to vendors who pay you a commission. He claims to spend about $4-$5 a month on PPC per campaign and gets a return in sales of about $400 a month. This seems suspicious but if it does work then it's a nice little money maker. I will let you know how my campaigns turns out. Note: I only found 1 decent review of this product and the reviewer mentions that he has had trouble finding workable targets to bid on - discouraging but I found 2 that I think (hope) will work - maybe I'm a little cleverer than the reviewer or maybe not - I will let you know.

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