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Sell Into Any Market And Recession-Proof Your Business! Whether you've been posting ads for years or don't even know what pay per click advertising is, How To Become a Pay Per Click Marketing Master is your complete guide to profiting with pay per click ads. You'll learn everything from where the best places are to post ads, to how to write ads that convert sales on turbo drive, to how to test your ads to lock in the highest profits. And that's just the beginning! Take a closer look... In this manual you'll discover: Chapter One: What Does Recession Really Mean? What is a Recession? How Does A Recession Affect Consumer Buying Habits? How Long Will The Recession Last? So What Does That Mean For Me? Chapter Two: The Psychology of Consumer Buying Habits Awareness of the Need or Problem Recognition Search for Information Internal and External Evaluation of the Alternatives The Decision to Purchase Making the Purchase Post-Purchase Evaluation Automatic Behavior or Routine Reaction Chapter Three: Identifying Your Target Customer Personal Characteristics Personal Motives Attitudes Personality Lifestyles Chapter Four: Advice From The Offline Sales World Here Are the IMPACT Steps Position Yourself as an Expert You Should Be An Expert In The Following Areas Be Prepared At All Times Remember The Basics Chapter Five: Niche Outlook 2008 Internet Marketing/Make Money Online About Fitness/Weight Loss Hobby Markets Finances Careers/Job Searching Big Ticket Items International Markets

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