

Read this first (strictly confidential)

From the desk of George Brown

Subject: Google Sniper

Hi.

My name's George Brown, and I'd like to take this opportunity to both thank and congratulate you for purchasing this course.

I'd also like to thank my joint venture partners, my copywriter and everyone else who has made this product possible.

I've put months of work into creating what you'll hopefully regard as a true one of a kind product. I really believe that I've over delivered here, and well, I hope that by the end of Google Sniper you think I have too.

What follows is the result of me literally spilling my guts on every single aspect of the unique system of internet marketing that has made me over \$100,000, and still makes me well over five figures every month.

The information contained in this course may change your life. This system certainly changed mine.

How this course is designed...

I designed Google Sniper to be as easy to follow as humanly possible. You know those courses where they send you a whole bunch of videos, books and other stuff, and then kind of leave you hanging... wondering where the heck to start?

Well this course is *nothing* like that.

With Google Sniper it's simple...

You have one big manual, where everything down to the very last detail (and I really mean that) of this system is taught to you in a simple, step by step fashion.

Then you have a collection of videos to supplement the theory and information in the book. So, you'll be reading along in the manual where I tell you *exactly what to do*, then you'll see a message saying "Watch Video X Now", where I'll show you, live, *exactly how to do it*.

Finally, you've got the process maps. These are a powerful addition and basically outline the ENTIRE process start to finish. So you can tick off what you've done, and spot any stuff you've missed out. I added these so that when you build future sites you don't have to refer back to the entire course, and can instead just check out the step by step blueprint.

The system...

Just like the way in which the course is taught, the system itself is simple.

Google Sniper is creating tiny “2 hour to build” sites that then bring in commissions for you on complete autopilot for months, and even years to come. This course will teach you exactly how to create these sites - The ENTIRE process, start to finish. Nothing is left out.

The whole system is based upon your site getting free, hands off, targeted traffic which is pertained from having a first page ranking on Google.

We will achieve this top ten ranking firstly through targeting the right keywords. And secondly, through the use of some powerful, little known search engine optimization techniques that will give our site a razor sharp focus in the eyes of the search engines.

But traffic alone won't make us money.

We then milk this traffic for all its worth, through my powerful preselling tactics and strategies in order to get the highest amount of buyers we possibly can out of our visitors. And ultimately, maximise our sites profitability.

So, in a nutshell that's the system. **You see, there are only two real elements to making money online...**

Traffic and conversions.

So, In Google Sniper we keep it simple. We forget everything else and focus on what matters: Getting traffic and then converting that traffic into buyers.

Now let's look at it in more detail.

Let's talk about traffic first (And SEO)...

Traffic is the lifeblood of any online business.

A continuous flow of traffic is essential to making a consistent, long term income online.

And Search engine optimization is without a doubt, the “holy grail” of traffic generation. SEO is the secret to living the ultimate internet lifestyle – Because it means you do something once (get a high ranking) and then just leave it to run on autopilot.

Which is awesome, because it means...

No tedious traffic generation techniques like article marketing, forum marketing, using social media sites, Pay per click or any of that other stuff.

In fact, once you've got a top ten ranking on Google for a decent keyword, you don't have to do *anything* – You'll just get a constant stream of fresh visitors to your site day after day. (Okay, maybe if you're in a competitive niche you'll spend a few minutes updating your site every few months.)

But best of all, the traffic is completely free and targeted. Free because we're not paying for every person who clicks our ad (Adwords), and targeted because we only attract visitors who generally want what we're offering – Or at least, they want it enough to type the topic into Google.

So why isn't everybody using this strategy...?

Why are so marketers bothering with the other traffic generation methods like pay per click, if they can get all the traffic they want for free?

Because if you don't do it right, ranking for a half way decent keyword on Google is *hard*.

You see, there are three elements to getting a good amount of traffic from Google.

Good keyword research + Proper on page optimization + Off page optimization (also known as link building) = A lot of traffic from Google, and all the customers you could ever want.

Let me explain these in more detail...

Keyword research - You need to target the right keyword.

You want a high traffic keyword (something a lot of people are searching for) or you won't get many visitors to your site and therefore not make any money, or much money. You want a keyword that's linked to buying, or once again you won't make any money, because none of your visitors will buy whatever you're selling/promoting. And finally, you want a keyword that you can rank in the first few results for. Or, you guessed it: you won't make any money because no one will see your site.

Basically, picking the right keyword is important, and being able to find these keywords is a skill in itself too.

In Google Sniper, I'll be giving you the specific criteria that every keyword absolutely must meet and also, I'll show you exactly how I find these rare keywords. We're talking keywords that will bring you thousands of visitors a month that have next to no competition.

That's right, we won't be targeting obscure, super long tail keywords that get hardly any traffic. We're creating high traffic, high revenue sites here.

On page optimization – If you don't get this right then you won't rank at all.

If you don't tell Google what your page is about, and provide exactly what their "spiders" expect to find, then you won't rank. There is a lot more to on page optimization than people think. It stretches WAY beyond just "putting the keyword in the page title" and stuffing the main keyword throughout your content.

Seriously, Search engines are *much* smarter than that.

And in Google Sniper we will go over every single little intricacy. After testing hundreds of different variables across my network of sites, I have literally got this down to a Science and I'm revealing my exact, "perfected" optimization formula to you. All you have to do is copy it.

Off page optimization – Do enough of this and you can rank for anything you want.

Finally, we come to what is by far, the most time consuming part of SEO: Off page optimization, also known as link building. And do enough of it, and you could literally rank for ANY keyword you want. The problem is that it's incredibly time consuming, and extremely difficult.

And as such, this is the main thing that puts people off of SEO – They can't be bothered to build backlinks to their site. And I don't blame 'em... **Building backlinks sucks.**

But... what if you didn't need to do any off page optimization... *at all?*

What if you did the keyword research and you built your site in such a way, that you didn't have to do anything else to get a top ten ranking for a high traffic keyword on Google... and thus, an infinite number of targeted visitors to your site on autopilot?

Now we're talkin'.

And that is EXACTLY what Google Sniper is all about. And that is exactly what I'll show you how to do in this course.

Because by using my "perfected" keyword research methods and on page optimization formulas you won't need to worry about doing any off page optimization whatsoever.

That means that you really can do something ONCE (build the tiny website) and get paid FOREVER.

No continuous link building, no writing endless content for your site (these are tiny 3 page sites we're creating) and basically, no more work.

Just build the 3 page site once and you'll never need to touch it again. And yet the traffic (...and sales) will keep pouring in for months and even years to come.

So, in conclusion...

This is how we will get a consistent flow of traffic to our site, in 3 simple steps...

1. I'll show you how to find the "golden nuggets"- Keywords with a high search volume, targeted ready to buy visitors, and unbelievably low competition.
2. You will then build your site around that keyword almost exclusively, and follow my exact on page optimization instructions.
3. You will then utilize a couple of other of my secret techniques (takes less than an hour) to really get your site off to a running start, and make sure that you start getting

traffic *immediately*.

And that's it, you're done. You never need touch that website again.

And that is the real goal behind the Google Sniper process: **Build a site once, and get paid forever**. And it's the philosophy that has led to me now raking in well over 5 figures a month from sites I built as long as over a year ago and haven't touched since.

So, that's how we will get our traffic. Now let's look at the second part of the equation...

Conversions (...and maximising a sites profits)

Okay. So you've got a steady stream of hungry visitors coming to your site day after day...

Now what?

Well, if you don't "convert" any of these visitors into buyers by getting them to click your affiliate link and ultimately buy whatever you're selling, then you won't make any money.

Okay, so that's a bit obvious.

So let me rephrase that...

If you're not converting AS MANY visitors as you *could* be, you are LOSING money. You are literally leaving that money on the table by having people visit your site and not buy.

You need to make the most of your traffic by getting as many of your visitors to buy as possible. And that's where preselling comes in.

Preselling takes many forms...

- First of all, the overall design of your site. Is it congruent with your copy? Is it designed with your target market in mind? Is your site trustworthy?
- Then there's the copy... Are your words powerful enough to convince that visitor that they need to click that link and buy that product? (This is the most important part)
- And there's the link placement itself... Where do you put your links, and what should you say in them to get the optimal conversion rate?

Knowing how to deal with these is so important. And if you don't get all of these elements right, then you're leaving money on the table.

It could mean the difference between a site earning \$200 a month and \$1,000 a month from the same amount of visitors. And that's not even an extreme example. Seriously.

Why do you think top marketers pay \$10,000+ for a top gun copywriter to write them a simple sales page?

Because if a sales page converts at 2% instead of 1%, they have instantly DOUBLED the profitability of that website over the entire course of the sites life.

This same principle applies to normal sites too, and therefore being good at preselling is one of the most vital skills an affiliate needs to possess.

Now, I've tested hundreds of a different variables across over thirty different niches. And when it comes to preselling, I really know my stuff.

Many of my sites achieve a 10% conversion rate, and some even as high as 20%.

Yes, I'm dead serious. That means that 1 in 5 people will click my affiliate link and BUY at the merchants page. I'll even show you proof in the manual.

And in Google Sniper, I'm going to reveal ALL of my preselling secrets to you. And not general "throw away" tips either.

No. **This previously "top secret" information is absolute gold.** I'm going to tell you exactly what to do to milk *every last cent* out of your visitors. And all you have to do is follow the instructions... Hardly any thinking involved whatsoever – I promise!

An example?... I'll be telling you, in detail, exactly what you will need to write, down to each individual subheading, throughout every page of your site. Obviously, this will vary from niche to niche, and even from keyword to keyword, but the basic format will be the same.

Oh. And I'll also show you how to adjust whatever keyword you're targeting to that format too - By giving you simple techniques you can use to instantly discover your target markets REAL desires and fears. Therefore, providing them with *immense* value while preselling them on your affiliate promotion at the same time.

So, how well will these sniper sites convert?

Now, the average affiliate site converts at around 1% right?... some higher, some lower, but that's like, the industry standard?

Well, once you've gone through all of the material and put it into action on your site, I think you'd be hard pushed to achieve anything *less* than a 3% conversion rate.

Suffice to say... These preselling tactics are *powerful*.

Alright then, that's enough theory...

In this brief report I've explained how the system works, and why it works so well. And if you're anything like me, I bet you're dying to get started... to create one of these sites for yourself and start reaping the rewards as soon as possible.

And I don't want to keep you any longer. Because I know you're going to *love* this, and more importantly, I know you're going to make a whole bunch of money with the system.

So, open up the manual now, and without further ado, we can get started.