

EarnWithGoogle.com Interviews



Matt Levenhagen

Hello Matt and welcome to EarnWithGoogle.com

We start today with you a new section of our site, "EarnWithGoogle.com Interviews...", which wants to bring to the public something more of what they can find reading products and services sale letters or reviews, or simple articles.

We want to provide some more insight interviewing some online entrepreneurs that have earned money thanks to Google, like Matt Levenhagen, through their different services, and that can pass some of their experiences to the public.

Matt has developed different websites, also related to Google AdWords like

www.CampaignBlasts.com

Question - Matt, we know each other as we are fellow members of some important marketing forums, and I know you have been successful with AdWords, a media that let become richer a lot of people all around the world, can you tell us something about your first approach to Google AdWords?

Answer. - I would love to!

My first approach to Google Adwords was disastrous!

I had been trying every kind of opportunity on the net I could find and assess others were making money at.

I had discovered affiliate marketing and had been pursuing that end for some time.

In 2003, I discovered a game called Google Adwords.

I can't remember specifically, but I don't think I was lead to it by any info products.

Just through a search or something and I landed directly at Google's site...

So I learned everything initially from Google themselves... big mistake! Sure they taught me how to set up campaigns and spend money, but no strategies.

And they certainly didn't warn me how much money I would lose if I didn't know what I was doing. My first few days in this business created a huge lost. I lost a lot of money on a few clicks.

I was trying to send business to an Insurance related site... a very competitive niche. So I had to bid high to get any clicks and I'm sure I was bidding on the most broad words imaginable...

Q. - Did it take a lot to develop a profitable system with AdWords? Did you have some failures before being successful with it, and can you tell about them too?

A. - Several months went by after my initial failure before I tried again.

My next attempt was after I read the eBook by Chris Carpenter, "[Google Cash](#)". I learned his method and went at it full-time and got past break even after a few weeks!

I do have to give some credit to Chris because he formed my ideas as to how to approach Adwords... But... I was spending a lot of money to make what I was making... and ended up getting a little side tracked.

I never stopped driving business and making money with Adwords, but I branched out... I wanted to see if I could create landing pages and websites to send traffic to.

I also studied Search Engine Optimization to learn how to get free traffic to my sites as well.

So I had my feet in two worlds for quit a while.

One of the things I did during these days was test a lot of different things. And I thought hard about the way I was approaching the business.

And slowly I developed out of everything I learned the '[Blast Method](#)'.

Q. - Which was the most important mistake you were doing you were able to correct?

A. - The most important mistake... Spending too much time on Junk keywords and losing campaigns.

Q. - You wrote a report, "[The Campaign Blast Guide](#)" I bought and read some months ago and found very interesting. By the way, I have to admit that I was personally doing something very similar to what your system explains, and successfully.

The first question about [The Blast Guide](#) is the following, what made you decide to write and market it?

A. - 3 Things...

First, I belong to a member site called 'Adword Mentor'. I was always posting my results and explaining some of the things I was doing or how I looked at or approached what I was doing.

I shared my stats sometimes to inspire others... and it had been hinted at a few times that I should put my methods together instead of having them spread, unorganized all over a forum.

Second, I had a partner of mine encourage me to... He knew that I had a lot of material and that it would make a good report or eBook.

Third, I love helping people.

Ever since I started building my online business I wanted to help others find their opportunity. That's why I created [WebofOpportunity.com](#) a couple years ago. I enjoy coaching and teaching.

Nothing excites me more to see someone light up when they have conquered a market! When they see their first profits.

Here was another opportunity to show people how I was making money... A legitimate business that I could teach people.

And now... The reward of getting e-mails from individuals thanking me for helping them succeed in this business is priceless. No amount of money I make can match the feeling of making a difference in other people's lives.

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Q. - I know it won't be easy, but let's try to put also some figures out based on your experience.

If someone learns and follows your [Blast Method](#) how long will it take to start earning some money, and what do you think can be the expected ROI (Return On Investment)?

A. - It's different for all of us. I can't tell you straight out how well any one person will do in this business.

And I know that's probably not the answer most want to hear. :-)

Every person is individual. Even though I try to provide a very step by step approach to my methods, it is still up to a persons abilities and talents... how motivated or focused they are.

You can have the best opportunity in the world, but if someone doubts it or is not committed entirely to it, they will fail.

Another factor is what markets or products we choose to tackle. There are millions of products to promote online. And just as many different variations of niche markets.

Our success is determined by how well we choose the product/service and merchant to promote. And it's determined how we approach and understand how to do keyword research.

So many things weigh in.

One of the principles that I drive into my clients, members and customers is the power of a routine and consistent efforts. Learn the method and repeat the processes until you succeed. In the process of doing that you will learn...

If you've only put up 10 campaigns and you haven't succeeded.... keep going. You got a result.

It is a difficult leap for some to understand that failure leads to success and in this business we will fail more then we succeed, but the successes make us a lot of money!

Q. - I don't want to reveal too much about your [Blast Method](#) with my questions, but I think it would be interesting if you tell a little about it to our readers, can you?

A. - It would be impossible for me to explain the whole method in our conversation here anyway. I could write a book! :-)

But I will say a few things.

It's a scientific way to test markets and find profits. It's backbone is routine and organization. It's source of energy is consistent effort over time.

It goes beyond just some tips and advice as to how to make a campaign profitable. It's a philosophy. A way to approach the business for long term success.

It not only will teach you how to find products, do keyword research and launch quick campaigns to find profit, but it will be a doorway to opportunities you can't imagine.

See in the beginning when you are first starting out, you will be what I call "Blasting" campaigns. You will launch a lot of small niche campaigns quickly over many different products and markets...

Over time these will start to blossom. You will begin to see winners surface. It can happen in a few days... a few weeks, but it will happen!

The blast method will go on to teach you how to 'expand' those campaigns that have found profit. How to expand into more keywords to find more profit and even how to expand into landing pages and beyond!

Some Campaign Blasts remain small. You get a trickle of income over time and they are so niched; that's where it ends with those. Others will give you a good income over time... others will open up huge markets for you that you can tap into.

You could be satisfied with the profits you make just from blasting campaigns and just make money on volume... or you could expand the winners into more profit and even use other marketing methods like list building to build a HUGE business! The skies the limit.

That's why I created the 'Campaign Blast Source'. My new membership site. There is no end to the education in this business. The landscape is ever changing and there are so many opportunities that will open up once you have applied my methods and have found profit!

The '**Blast Method**' can be used as an income in and of itself, or it can be a way to test and break into markets that become your full-time bread winners!

Q. -Thanks Matt for this explanation. I would like now to make you a question about the other BIG service provided by Google, AdSense. What are your experiences with AdSense?

A. - My experience with AdSense is not broad. I've been making money from AdSense for a long time because I incorporate it into all my websites. But I'm an affiliate marketer first. I build sites for affiliate marketing or to promote my own products... and AdSense is just mixed in.

So I don't consciously worry about making money with AdSense.

It does do a few things for me.

It provides me income with very little effort.

It serves in one instance as a way to drive traffic to one of my sites for free using Adwords! I have a niche, non-business, non-internet marketing related forum. It's more of a hobby site for me...

I have been driving traffic to build the forum for a little over a half a year. BUT amazingly, I get back all the money I spend with Adwords to drive traffic there... it all comes back to me as AdSense income. I have AdSense on the landing page! It's a wash.

So in reality, I have built a community for nothing. So that is a great use for it! There are other ways I use it, but like I said it's mainly just background income for me.

Thanks a lot Matt for this very interesting interview and for sharing some of your knowledge with us.

Here is a list of links to some of Matt Levenhagen's sites:

www.WebProfitSchool.com

www.CampaignBlasts.com

www.Ezy-Websites.com

www.iiiHosting.com

www.iiiBusiness.com

Gian Luigi Ruggeri for

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We hope this interview has been useful for our readers, and we invite everyone to take a look at the interesting offer of our sponsor, [Click Ad Equalizer](#).



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