

# The Kingdom is Alive!



by Joel Comm

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nce upon a time, there was a Kingdom. The Kingdom was ruled by benevolent people who sought to provide for the needs of the others by helping them find whatever they needed. Helping the loyal subjects of the

Kingdom was the primary goal of those in charge. You see, they had figured out that the best way to run a happy and prosperous Kingdom was to help people find what they were looking for.



If you needed information on the best way to plow your fields, the Kingdom could point you to it. If you desired to find a new career, the Kingdom could show you the best places where you might find work. If you desperately needed to connect with other people, the Kingdom provided a list of those in your area who were seeking to do likewise.

Interested in finding entertainment after a hard-day's work? The Kingdom would tell you where to find it. Eager to purchase a new butter churn? The Kingdom was able to provide options so you could make the best choice. Want to spend hours and hours mindlessly hoping to "get lucky"? Yes, the Kingdom could help you with that as well.

**I**n performing this chore for the people, the Kingdom became quite popular and well-loved. Since the Kingdom provided without charging a single shekel, the people said, “**The Kingdom is good!**”



But the Kingdom didn't exist just for the people it was serving. On the contrary, the Kingdom was an economy all to itself, with many people having a monetary stake in the success of the Kingdom.

The loyal subjects did not seem to mind. In fact, many of the wealthier subjects were also seeking to earn shekels for their stake in the Kingdom.

The Kingdom prospered beyond any kingdom that came before it. Shekels multiplied like bunnies. And all was well within the land.

One day, the Kingdom decreed that the loyal subjects would have an opportunity to enjoy the monetary benefits of the Kingdom without having to actually spend their own shekels to do so.

**B**y simply acting as altruistic agents of the Kingdom by helping others find what they were looking for, the subjects could receive shekels from the Kingdom.

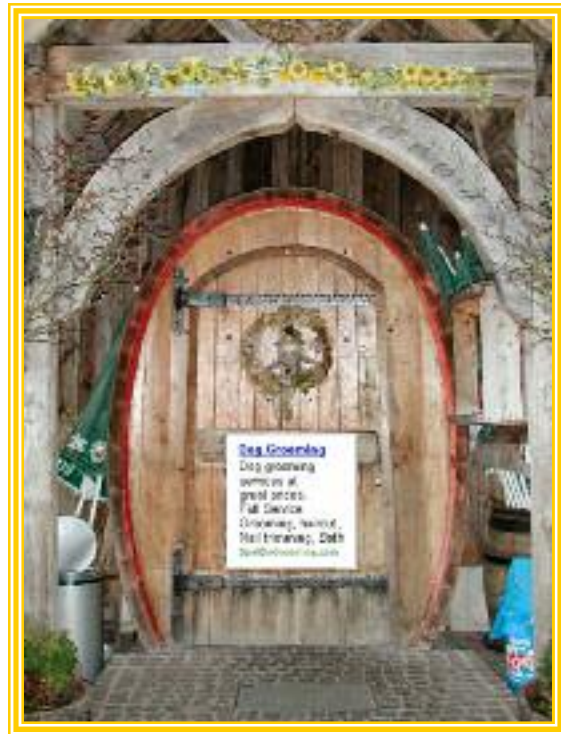
The subjects would only need to permit the Kingdom to share its information with others via their means of communication. The Kingdom would then provide shekels to the subject who was smart enough to share Kingdom information with others. You could always tell who these subjects were by the white hat they frequently wore on their heads.



At first, some placed Kingdom information on their horses. Those who fancied horses noticed their fine manes and lustrous colors. When provided with the opportunity to find out more about a particular horse, they were delighted to find out what the Kingdom had to say. The owner of the horse was given shekels in return.

Some placed Kingdom information on their front doors. Since each subject was known for his or her own specialty, the Kingdom information on the door would be different for each home.

One subject prided herself on her garden. When visitors came to her home, not only would they enjoy the lovely begonias, tulips and roses, but they were able to find Kingdom information that would help them to grow a marvelous garden of their own. The expert gardener was rewarded with shekels.



Another subject was well-versed on dining and entertainment in the Kingdom. From jugglers and jesters to eating establishments and pubs, the subject seemed to have a knack for the Kingdom's social life. Visitors were delighted to find the best food and entertainers regularly posted on the door of this loyal subject's home. And, of course, the subject was all-too-happy to received shekels from the Kingdom.

**S**ome subjects placed Kingdom information in their homes. Others went so far as to carry placards with Kingdom information posted for all to see.

A local expert in a life-threatening disease, *thesomeliona*, was the only person in the Kingdom who had critical information about how to treat the terrible disease. While rare, on occasion someone would visit his home and find the Kingdom information that was all-important to them at that moment. The expert was pleased to have had a role in assisting others while earning shekels for doing so.



One loyal subject was so excited about the Kingdom's new shekel-sharing program that he began spreading the news far and wide, even writing a book that would be read by thousands upon thousands of subjects.

As a result, Kingdom information began popping up all over, and the Kingdom was thrilled to share it's shekels with its subjects.

**M**ore people found what they were looking for more readily than ever before. And the people said “**The Kingdom is good!**”

But lurking within the Kingdom was a different element. A cunning element. **A greedy element.**

Some subjects were not so loyal to the Kingdom. They were all-too-eager to enjoy the benefits of the Kingdom, but they were far more interested in their own well-being and prosperity.

With so many shekels being freely distributed, they were determined to divert as many shekels as possible into their



own pockets, with total lack of regard for the Kingdom and its loyal subjects. These subjects were easily distinguishable from the loyal subjects. One could identify them by the black hat they frequently wore.

So those with the black hats began devising a plan to deceive the masses by getting them to request Kingdom information when they themselves had nothing to offer.

Almost overnight, cardboard houses with false fronts sprung up all over the Kingdom. Appearing to provide goods and services on the outside, once inside the house a visitor would be lost in a tangled web of confusing information. And mixed in with the confusion could be found true Kingdom information. Panicked and bewildered by the jumble of information, visitors would often spot the Kingdom information and take what they could get in order to escape the web of deceit.



The deceivers succeeded in illegitimately claiming shekels from the loyal subjects in this manner. And upon seeing their success, they devised even more elaborate plans for deceiving the people.

Soon, self-proclaimed “Kingdom information experts” began surfacing all across the Kingdom, providing promises of riches if only you would pay them for their “revolutionary” methods for deceiving others in order to receive more shekels.

**S**uddenly, there were more cardboard houses with false fronts in the Kingdom than ever before, even outnumbering the legitimate houses built on solid foundations.

This greatly disturbed the rulers of the Kingdom. They had worked diligently to legitimately provide



for the needs of their loyal subjects. Now carpetbaggers and snake-oil salesman had turned many regions of the Kingdom into a slum. It became increasingly difficult for the loyal subjects to find what they were looking for amongst all the rubble.



Thesomeliona houses dominated the landscape, making it increasingly difficult for loyal subjects to find the life-saving information they desperately needed.

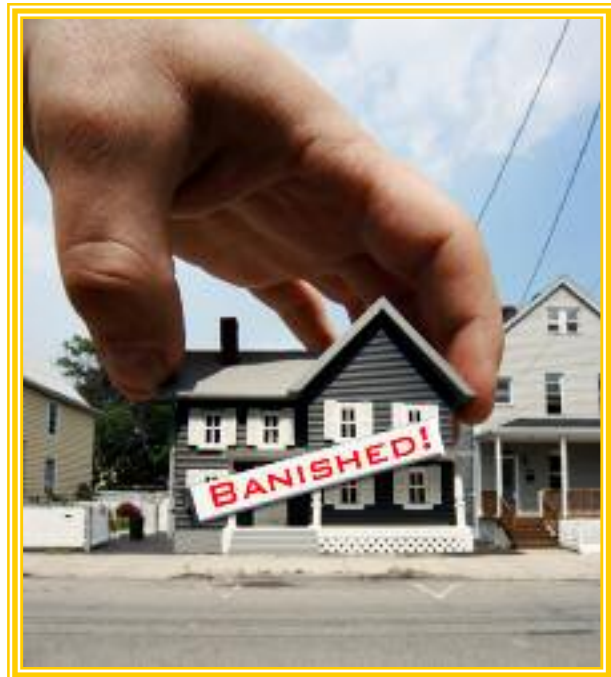
**The Kingdom was in disarray.**



**T**hen something interesting happened.

When it appeared that the Kingdom Information program would collapse under the threat of the deceivers, the Kingdom leaders did something unusual.

They “slapped” the deceiver houses by banishing them from the Kingdom. Issuing an edict calling for the elimination of houses with false fronts, many of these houses disappeared from the Kingdom overnight!



Needless to say, the deceivers were stunned, having experienced “shock and awe” from the Kingdom.

The loyal subjects of the Kingdom cheered this bold move, as they were now able to find what they were looking for without the confusion that had troubled them. And the subjects providing Kingdom information earned more shekels than ever before.

But the deceivers were not happy at all. Since the Kingdom was no longer paying shekels to them, they felt slighted.

**I**n retaliation, they shouted from the street corners,

*“The Kingdom Information Program is Dead!”*

They were proud of their ability to raise their voices and get the attention they sought. And while a certain portion of the Kingdom’s subjects were deceived once again, the majority simply shrugged off the desperate cries of the deceivers, knowing that **the Kingdom was continuing to pay MORE shekels than ever before for participating in the Kingdom Information program.**



And so, the Kingdom flourished, with more loyal subjects finding what they were looking for, and even more loyal subjects enjoying the benefits of the Kingdom Information program than ever before.

As for the deceivers... *They began regrouping on the outskirts of the Kingdom, plotting how they might once again resurface and claim ill-gotten gain.*

## **The Kingdom Revealed**

I'm sure you've deduced by now that the *Kingdom* is Google, and the *Kingdom Information Program* is AdSense.

It might provide some entertaining bedtime reading material for those who want to instill business principles into their children at a young age, but there's a more important reason that I wrote this allegory.

I wrote it to help you understand (in the simplest of terms I could think of) the big picture of the Google Kingdom and the AdSense program.

One critic of the AdSense program recently announced that "AdSense is dead."

## **The Myth**

While this critic made some good points about internet business, his theory about AdSense was fatally flawed. It was the perfect title and topic to garner a lot of publicity, but unfortunately it has also resulted in a big MYTH being unleashed upon the internet community.

It would be very easy for many newbies (and some experienced marketers) to mistake his compelling arguments as being facts.

That's why I'm taking the opportunity to put your fears to rest right now. I'll just say it, plain and simple...

## **AdSense is Alive!**

### **The Truth**

If you're using AdSense to monetize your sites, you can rest easy knowing that Google is probably the most dependable AND profitable internet company on the planet. They're not going away, and the AdSense program is here to stay.

In their most recent quarterly report, Google announced revenues of \$2.46 Billion for the 2<sup>nd</sup> quarter of 2006. Of this amount, about \$1 Billion was generated by AdSense from AdSense publishers' sites. That represented a whopping 58% increase over AdSense revenues for the 2<sup>nd</sup> quarter of 2005.

In other words, the AdSense program is GROWING, and Google is paying its AdSense publishers a LOT of money!

As you can see, the AdSense program is VERY profitable for Google, which is reason enough for them to protect it vigorously to make sure it stays profitable for them AND their publishers for a long time to come.

## Spammers Get Slapped

We've seen them protect the program lately, as they've been cracking down on spam sites. As a result, those marketers who were relying on their spammy black hat sites for income have had the carpet pulled out from under their feet.

They claim that it's no longer possible for an average person to make a substantial income from AdSense, but that's simply not true.

AdSense remains one of the most profitable ways to monetize websites, and many of my students are experiencing tremendous results. Even those who are just getting into AdSense for the first time are receiving four and five figure monthly paychecks.

While the black-hatters' AdSense income has disappeared, my income continues to grow (and no, it's not because I'm getting a lot more traffic).

Just last month (August 2006), I made over \$26,000 net profit from AdSense.

And I have peers who are making a lot more than that from AdSense.

I hope you realize I'm in no way bragging about my income. In fact, I'd rather not mention it at all, but I want you to understand that

AdSense has never been more alive, and you should not write off one of your potential revenue streams based on a critic's comments.

In fact, let's talk a little bit about what this critic (and likely some others) are saying...

## **The Hypothesis**

Here is their absolute bottom line argument:

*There is a more profitable way to monetize your site than AdSense.*

Is that statement a fact?

The answer is maybe.

It really depends on your site, and how much work you want to do.

In general, you can make the most amount of money from a website by selling your *own* product. Obviously that takes more work, and may be a less realistic option for some people.

There are also many informational (content-based) sites that would not be suitable for a product. The question then becomes, how can I monetize the traffic that my site receives?

You could put up AdSense, you could sell advertising space, you could promote products as an affiliate, you could capture leads, etc.

**There are many ways to monetize a website**, and there have been for a long time. The best method of monetization for a particular site depends on several factors.

What type of site is it? How much traffic does it get? Does this industry have a good payout per click? What percentage of your visitors are repeat visitors? Are there CPA opportunities associated with the topic of your site? What are your short term and long term business goals? Are you truly building a business?

*I believe that for most people, AdSense is the best method of monetization for most of their content-based sites.*

Okay, so far we've established two things...

- 1) AdSense is alive.
- 2) There are multiple ways to monetize websites, and AdSense is often the best.

Next let's take a look at the purported "latest and greatest" way of making money online...

## **“Click flipping.”**

First of all, what is it?

Basically, click flipping is paying for traffic on a pay-per-click (PPC) network such as AdWords, and monetizing that traffic in a way that yields more revenue than the amount spent on the PPC traffic.

AdSense/AdWords arbitrage is one example. An arbitrageur might pay 5 cents for a click on AdWords, and send the visitor to a page where he will make 20 cents from an AdSense click. The problem with that model is that it's risky, and Google doesn't really like it. In fact, Google is doing some things to make it more difficult.

But of course there are other ways to monetize the click you just bought.

The AdSense critic says that the most profitable technique is to use CPA (cost per action) networks.

Before I explain how CPA works, I want to make an important observation...

## Critic Caught in a Catch-22

By stating that “click flipping” is a profitable endeavor, our AdSense critic is committing a “suicidal” fallacy. In other words, one belief ***cancel out the other***.

The click flipping technique relies on PPC networks such as AdWords/AdSense.

So as long as click flipping is alive, AdSense MUST be alive!

You can not say that click flipping is alive and AdSense is dead.

In fact, the more people that get involved in click flipping, the more I **will profit** from AdSense because those pennies spent on PPC are landing in MY jar!

And IF click flipping gains popularity (again), the bid prices will continue to rise as the competition increases. The click flipper’s return on investment will go down, while my income continues to go up!

Okay, back to my explanation of click flipping and CPA networks.

Here’s what you need to realize...

# Nothing New Under the Sun

You need to realize that this is NOTHING new.

It's simply worded in a different way.

Maybe you've heard of some of the AdWords guru's like Chris Carpenter or Perry Marshall.

These guys have been preaching about click flipping for YEARS now.

Most of what I've seen taught by these experts has revolved around monetizing PPC with affiliate offers (from affiliate program providers like [Commission Junction](#)), but they've also talked about CPA networks.

I've read some of their ebooks and even the concept of directly negotiating with companies to receive higher payouts (by avoiding the middleman affiliate programs) is not a new idea.

[Rosalind Gardner](#) is another affiliate marketing guru that has been teaching some of these techniques for a long time.

I'm NOT saying that these techniques are bad, or that you shouldn't listen to those marketers (the ones I mentioned have a lot of good advice)... I'm just pointing out that this concept is NOT NEW.

**In fact, I've been monetizing some of my sites with CPA since the beginning, and still do to this day.**

I think what makes this concept SEEM new is the spin being put on it, combined with the recent changes in the AdWords system.

AdWords has implemented some new pricing strategies which has made it more DIFFICULT for click flippers. Just like Google has been tweaking the AdSense program, they are also adjusting the AdWords program to protect the best interests of their own company, their advertisers, their publishers, and their end-users.

Whereas some click flippers were accustomed to getting a steady flow of traffic at 5 cents a click, Google suddenly wants \$10 per click for the same keyword.

This has caused a bit of a shakedown in the AdWords program, which has created open opportunities for some slightly modified techniques to be implemented.

## **A Slightly New Approach**

More care must be given to the types of landing pages that are used by click flippers, or Google may suspend the ad. And with the increased level of time and skill required to create profitable

campaigns, it becomes more important to have highly profitable payouts with higher profit margins from your revenue sources.

That's why our AdSense critic has picked a good time to remind us of CPA networks.

CPA networks often provide better payouts than typical affiliate programs, sometimes with easier ways of getting paid. Often the most attractive type of CPA program are those that pay per LEAD.

Instead of having to make a *sale*, you simply need the visitor to provide their contact information to the advertiser.

In high-profit industries, like insurance, real estate, business conferencing, etc; those leads are worth a lot to the advertiser, and thus they are willing to pay you a premium for them.

If done right, click flipping can be very profitable, and CPA networks are certainly a good revenue source for marketers to investigate and test.

## **A Few “Buts”**

There are a few things you should know before jumping into the click flipping game.

Some of them are fairly obvious...

- It takes time
- It takes money
- It takes a lot of testing

**But there are also some inherent problems that might be less obvious...**

Your revenue source may quit without telling you. Yes, I've seen it happen many times. I would not say that's a reason to avoid the click flipping technique, but it reiterates the absolute importance of *tracking your results daily*.

If you're a high level click flipper spending \$500 a day to send traffic to a certain CPA offer, you could burn through a lot of cash pretty fast if you're not carefully tracking your results. The same problem can happen if one of your partner's sites is simply down for a day. Any traffic you sent them was obviously wasted.

This is not to try to scare you away from click flipping; I'm just trying to bring some balance to the picture.

*Some people would have you believe that it's a "risk free" business, or that it runs completely on "autopilot", but that's not showing you the whole picture.*

You simply need to understand that there is risk involved, and there is work involved...even after the campaign is set up.

With AdSense, I am never really at risk of losing money. Even if my site goes down, I'm not going to be losing money. Of course I wouldn't be making any money, but at least I wouldn't be throwing any money away.

On the other hand, *risk* is a necessary part of business too, and that's why I'm not giving the absolute thumbs down to the technique.

However, the biggest and most important thing I want to convey to you about the click flipping technique is this...

**“Click flipping” reduces the role and value of your business to that of a middleman.**

You are simply taking visitors from one source, and sending them to another source. You're a traffic middleman.

You are not building value into your OWN business. Your visitors will not remember YOU, they will remember the site they finally ended up on.

That is why it was smart of our AdSense critic to launch a campaign with the purpose of *building a list*. Without that list his business had cash flow, but not much of a foundation.

Now that he has a list, he owns an asset that can weather the storms of change on the internet. He is smart, and he knows why he needed to build a list, which is why it surprised me that he said this...

*“AdSense publishers are bottom feeders.”*

First of all, it's downright demeaning. But if you want to call me a bottom feeder, you can go right ahead... just keep in mind that it *couldn't be further from the truth*. Let me make something clear...

## **AdSense publishers are NOT bottom feeders.**

Unlike click flippers, who act as middlemen or brokers in a transaction, AdSense publishers own a real business.

What kind of business? *A virtual real estate business.*

Most people know that in the offline world, real estate is one of the most stable and profitable investment opportunities available.

The same is true for the online world.

Who are the real estate tycoons on the World Wide Web? Hmm... come to think of it, most of them are AdSense publishers!

Look, when it comes to evaluating the long-term viability of building content sites versus being a click flipper keep this in mind...

Click flipping depends on PPC networks.

The only conceivable way that AdSense could die is if the PPC business model dies.

If AdSense dies, click flipping dies.

Okay, so if AdSense dies, the click flippers would need to reinvent the wheel again to replace their income that was based on a tactic and not a foundation.

But the AdSense publishers would lose their income too, right?

**WRONG!**

Remember, my business model isn't based on a *tactic*. It's based on building online real estate. If AdSense goes away, guess what? My real estate is still there. And because I've provided VALUE for my visitors, *they* will still be there too.

There will be a few skeptics who are thinking... *yeah right, you're just saying all this because you're the AdSense Guru and you're trying to protect your own interests...*

Here's the thing. I don't need to protect my "AdSense guru" status. I support Google, and I'm an advocate of their system; but I'm not married to them, and I already make plenty of money without them.

My reputation as the co-creator of what is now *Yahoo! Games*, and as creator of many other profitable websites, predates AdSense by years. In other words, I was making money online WAY before AdSense came around.

By the way, in my materials and when I speak, I've ALWAYS taught that you should utilize multiple streams of income, and I've never said that AdSense should be your sole and exclusive income stream.

What I DO teach is that you should build quality content sites, and use AdSense to monetize them.

Remember way back a few pages ago I listed several ways of monetizing websites? There will **always** be multiple ways to monetize a site. If AdSense died this Sunday night, most of my "AdSense sites" would be making money again by Monday morning...just by changing the revenue sources.

Guess what that makes my business in the eyes of investors?

Valuable.

**AdSense publishers who build their sites around good quality content are the real estate tycoons of the internet.**

Like real estate investors in the offline world, they can hold onto those assets for the long term and collect passive income from them.

Another alternative would be to sell those assets to investors who are willing to pay a high price to acquire passive income sources. Some AdSense publishers have already sold websites or portfolios of sites for multiple millions of dollars.

The point of this report is not so much to convince you about the value of AdSense, as much as it is about helping you **stay focused on building your business the RIGHT way.**

So as you build your business the right way, and as you choose revenue sources to monetize that business, just remember...

AdSense is alive!

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I've come up with some new and exciting tools to help you build your online "real estate" the right way...

On October 10<sup>th</sup>, the new generation of *Instant AdSense Templates* will be released to a limited number of people...and I've got news for you...

**It's more than just AdSense...and it's more than just templates!**



Go there now to get the details, and make sure you don't miss out, because as I said...this opportunity will be limited.

**CLICK HERE: [Instant AdSense Templates](#)**

To your success!

A handwritten signature in black ink, appearing to read "Joel Comm".

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