

GOOGLE MASSACRE

S.C.A.L.P. Or Be SCALPED!



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Introduction

Dear future Google scalper,

Congratulations on being brave, and for taking the first step towards total online domination...

Weaker wealth seekers would have fled in fear.

But you are not like them.

You understand the need to massacre online.

You realize online wealth and success boils down to one thing...

SCALP... Or be SCALPED!

The fact you are here reading this tells me one thing.

You want to be the SCALPER, and not the SCALPED.

We applaud you for this, as we know, more than anyone, that

Scalping Means FEAR

And it's much easier to run, than to face the fear, stand and fight.

At this point you may be wondering why we're using the word "scalping"?

To begin with, there are historical reasons...

For instance, scalping has long been known for its brutality and speed.

In the Middle Ages, warriors scalped their enemies to claim a trophy to prove their fighting prowess.

From the ancient Greeks to settlers in North America, scalping terrified people.

But here's the part history books always skip past.

Warriors took the scalp before they took the life.

The person being scalped stared death full in the face. He knew what was going to happen. *He felt the fear.*

But we at Google Massacre have an even smarter reason for using SCALP as our catch-cry.

While you may not realize it yet, **everything we do is calculated...**

Not only will scalping breed fear into your competition, SCALP will become your key to online wealth and success.

Yes, that's right, **S.C.A.L.P. is THE key...**

And perhaps by being a little braver today, you will decide to arm yourself with this incredibly powerful key, one that is yet to fail.

As with this key, online success is almost guaranteed.

You are just moments away from discovering some amazing things...

Google Massacre will give you the power to make your market competition wake up in a cold sweat at night... because they're afraid you're coming for them.

After all, you're about to secure yourself...

Google Massacre... The Terrible Tool Your Competition Will Fear Most In Your Hands

Before we handover the **S.C.A.L.P.** key, we want to give you a little background information on us...

We weren't always cold-blooded competition scalpers. **We tried to be nice and "compete" like the rule books said.** That seemed only fair. Then it dawned on us...




Competition isn't fair. You don't have to be unethical, or break any laws. But if you're in the battle to win, you have to fight like defeat is not an option.

That means being brutally ruthless when you have to be.

Google Massacre reveals the exact method we use on a daily basis to win, so you don't have to get scalped like we did before you learn how to fight back.

And boy do we win...

Here are the results of one recent slaughtering of our Google competition...

Wed	May	07	\$2,115.40	
Tue	May	06	\$2,957.37	
Mon	May	05	\$3,473.72	

How does a cool \$2800 a day sound to you?

That would change your life, right?

You see, our number one aim is to get you earning \$100 per day through your PPC advertising campaigns. We set the bar at \$100, because once you know how to make that, you'll easily be able to turn it into \$200, \$300, \$400... the chance to generate serious wealth is staggeringly genuine. All you need are the Google annihilating strategies and techniques contained in our Google Massacre program.

We are here to help you on your way to financial freedom, without any other aim or agenda! We see this wealth as *so* attainable, that there really is no need to suffer and struggle on in your boring day job any longer!

Yes, with our killer guidance, you have a finely tuned and sophisticated roadmap of awesome tactics and ruthless PPC manipulations. It's time for you to have the online, fully-automated income you've been dreaming about!

It's time to throw out the alarm clock, and to tell your boss what you *really* think of them. *It's time to take control of your life.*

And with the phenomenal Google Massacre system at your fingertips, you cannot fail!

Now be honest:

How many of you have attempted to manoeuvre your way into the PPC history books, targeting search engines and keyword trends

indiscriminantly? Trying any 'recommended' SEO tactic, and throwing money after all the popular keywords?




And how much money did you actually make?

Our guess is... not much!

But fear not, with the advent of Google Massacre, the day of the crappy Adwords junkbook is over. With our dedicated and ruthless system toward PPC domination, you can blitz Google and murder your competition!

You see, our taste for Google blood is relentless.

Here's another, somewhat more impressive, Massacre of our Google Competition...

Thu	May	15	\$7,149.03	
Wed	May	14	\$11,349.51	
Tue	May	13	\$19,107.66	

The above shots prove one simple thing.

We know what we're doing, and the **S.C.A.L.P. key** works... period!

And more importantly, we want you to sit back comfortably knowing you're in safe hands, while we take you on one helluva revealing ride!

And why the name Google Massacre?

Yes, another carefully thought out decision...

Let's have a quick look at the definition of *massacre*:

“To kill in considerable numbers where much resistance can not be made”

I think that definition says it all.

But, to be even more specific, we know that the knowledge contained within Google Massacre will give you the power to destroy and embarrass your Google Adwords competition.

Your competition will demonstrate zero resistance, and beg for mercy.

And thanks to the “Rinse and Repeat” method, your application of Google Massacre's S.C.A.L.P. method will bring you considerable scalps, as you board the money train to PPC domination.

If this sounds too harsh, or you begin to feel sorry for your soon-to-be destroyed completion, we want you to remember one thing.

It's S.C.A.L.P. or be SCALPED!

And trust us, armed with the same choice, your competition wouldn't think twice.

PPC is war, and thanks to the Google Massacre key, you will be victorious.

In the online world, there are no limits, so there is no end.

Scalping will become your favorite game, and once you're killing your competition with ease, that "dream life", whatever it may be for you, will be yours!

Prelude To A Massacre

Thunderheads roll on the horizon. The air is thick with fear and anticipation.

There's an undeniable feel in the air, hinting menace, chaos, war...

If battle is imminent, then "know thine enemy"

Your fearsome adversaries run by a well-known and much admired alias:

Googlephiles.

Yes, they're devoted to Google, they serve the cause of Google; and, like any brave knights, Googlephiles are here for a reason:

They're here to make money.

And they're making truckloads of it.

And you need to stop them.

It's that simple.

And what is their weapon of choice?

An awesome machine that goes by a deceptively small acronym:

P.P.C.

Pay Per Click is THE way to make money online. No other option contains all the potential that PPC does.

If you've ever doubted it, consider the myriad benefits:

- ☑ A PPC devotee is *free* to run their online business on their own terms: In the lines of a "Pretty Woman": "you say when, you say what, you say how much"
- ☑ No need to compromise because PPC advertising brings infinite choice and infinite flexibility.
- ☑ You don't need your own website, nor any 'fancy' or expensive machinery.
- ☑ You don't need much money to get started, and in some cases, you don't need any!
- ☑ You don't have to be an IT genius with crack html coding skills. If you can type and read, PPC will work for you!
- ☑ You're not locked into ANYTHING, so you can rob and run!
- ☑ **But most importantly, it's fast, easy, and very, very profitable once you possess the S.C.A.L.P. key.**

And the only way for you to combat this brutal efficiency is to break into the Googlephiles ranks and become one of them. But one with an edge: One with a secret weapon to stab them in the back with, the moment they get complacent...

And that weapon will be made available to you here today. Now. Immediately.

Your weapon and your mission is to S.C.A.L.P

Like the Googlephiles, we know beyond a shadow of a doubt that using Google Adwords PPC (pay per click) strategies really does *destroy* your financially challenged lifestyle. There's a proven system to follow here, what we like to refer to as our '**S.C.A.L.P. key**', and it *really works*.

Want More Proof That S.C.A.L.P. Works?

Well, just have a look at this - results from my daily PPC promotions of just one product using the power of THE Key:



Yes, that's over \$1000 dollars a day. The scary thing however, is that the above proof is from just one of our many accounts. Not so bad, huh!

Our goal for YOU is simple...

Get you making \$100 a day profit within 30 Days!

Once you're there, we'll then get you clearing \$250 a day, and from then on, the sky is the limit!

If you are already making over \$250 a day, fantastic!

BUT with Google Massacre and our advanced Massacre Methods we'll get you making more than double that, as you already understand the power of what one or two revolutionary ideas can do for your business... and that's all it takes to double or triple your daily profits!

Are you keen to see these sorts of numbers in your own bank account? Well, today that wish is achievable, you just have to promise to implement what you're about to learn!

So let's get to it!

The next thing we must raise with you is the critical issue of TRAFFIC. This is the cornerstone of successful internet marketing, as sales can't occur without a decent amount of exposure! How can a store make any sales unless people are walking through their doors?

Well, the exact same principle applies to your online 'store'! And the huge advantage of online marketing and sales is that you can attract and service *a massively larger volume of customers* every day compared to ventures in the 'real world', where physical constraints and demands handicap the profit potential.

So your income as an online business person has the capacity to be so much bigger, but that income is still only a direct reflection of the amount of traffic and quality of traffic you are attracting.

Traffic is ELEMENTAL and FUNDAMENTAL to everything you do.

So what can Google do to boost your traffic?

How can you harness the power of Google's systems and get them working for you? There are ways to subvert Google's will to *your* ultimate benefit, and the fundamentals of doing this will be set out in our SCALP methodology.

Generating Traffic: The Magic Power of ADWORDS!

PPC (pay per click) advertising is the best, foolproof way to bring in instant traffic. In the main, PPC advertising is undertaken using Google Adwords, and we'll be showing you how to send droves of traffic to your affiliate website and turn that traffic into paying customers in no time at all!

As you've no doubt picked up in your online journeys, *many* marketers 'give up' on PPC advertising within a relatively short time frame, almost always because they don't understand how it works and Google ends up annihilating them.

Here at Google Massacre, we're all about turning the tables on Google and decimating its predatory tendencies... oh, and annihilating the competition in the process!

So don't take a stab in the dark with Adwords! You might get freakishly lucky to begin with, but it's more likely you'll end up hundreds, even thousands, of dollars out of pocket.

And for all those frustrated, discouraged PPC advertisers out there... this Google Massacre program is dedicated to YOU!

Cracking the System and Learning to SCALP...

Yes, Adwords can seem a bit daunting at first, with Google set out as this proverbial beast that will defy all your efforts to tame it.

But as we now know, Google is secretly vulnerable, and we've exposed all its flaws for your profit-making exploitation...

You see, the essence of 'PPC 101' is that Google Adwords sells you advertising space that shows up on Google's search results. So when someone searches for a specific word or term or phrase, and you have paid Google to let you advertise for that word, your ad appears in the Google search results page. Basically, you're paying Google to help you to be prominent on its pages. Think of it as a tithe or even a 'bribe' to Google!

But there's so much more that can be happening - What is Google doing for you?

How can you exploit its systems to maximize your profits and obliterate your competition??

Well, all will be revealed in Google Massacre, but for the moment, consider this evidence of the misinformation being spread about by Google online...

When you make a sale, exactly who is making a profit?

The rationale to PPC advertising is that the quality and relevance of your keywords determines the number of sales you eventually get. But is this all you need to consider, *Keyword selection*?

What about the location of your ads, their placement and clout?

Aren't you beginning to feel Google's *hiding something from you*?

Well, we've exposed some of their best-kept dirty little secrets!

Consider, what is 'best practice' in this context: Is it all about paying top dollar to Google for the best possible keywords?

If keyword bidding prices are determined by popularity, not any organic value or intrinsic goodness, who is driving up this popularity?

Who has a vested interest in keeping costs-per-click high and the bidding wars fierce?

Well, it starts with G and rhymes with 'Snoogle'...

You can take us at our word, or you can check out all the damning evidence contained in the Google Massacre book; either way, we are ready to release our phenomenal SCALP method to the world, so that you too can understand the battleground of PPC advertising and equip yourself with the weapons to emerge victorious!

So enjoy this fabulous program, soak up the more fundamental elements, and then prepare yourself for the gripping and

groundbreaking tips and strategies we have developed to undermine Google, sabotage the efforts of your competitors, and bring massive profits to YOU.

So what's it all about? Well...

Keywords and Adwords!

Adwords is a Google brand and is basically the sum of its parts: 'words' within 'ads'. 'Keywords', more specifically. And Adword campaigns are amazing entities with phenomenal profit-pulling power.

Adwords campaigns represent an instant opportunity to target your dream customers in any region, and lead them to your product keen and ready to buy.

The great thing about this kind of advertising is that it only takes about 10 minutes to set up, and campaigns take effect within minutes. It's speedy, it's targeted, it's tailor-made, and it's completely under your control.

Plus, when it's done well, it's ferociously fast and powerfully profitable.

You will be honestly amazed at the profit margin Adword campaigns can generate... at least initially! In no time at all, you'll be a veteran of the craft, and several hundred dollars a day from a fully-automated PPC income will just seem NORMAL to you!

Sounds nice, huh.

Functions and Outcomes of Adwords

PPC advertising is based upon two simple functions:

- 1** You only pay for visitors that come to your site - this means that there are no 'up-front' costs. While every click costs you a little (but only whatever amount you're willing to pay), it is also a chance to turn that visitor into a paying customer. If no-one clicks on your ad, you don't pay, it's that simple. Basically, you want to get as many targeted visitors while paying as little as possible "per click".
- 2** Your ads are displayed in the search engines according to what people are searching for. For example, if someone is searching for "Italian lessons" and you are bidding on the keyword "Italian lessons", then your ad will be displayed in the search engine results page. Couple this keyword match with a high Ad position (something we'll get to a little later), and the searcher is incredibly likely to click on your ad and consequently buy the product on offer.

Now, there are other sources of PPC advertising out there, such as Yahoo Search Marketing.

While these other options are okay, we truly believe Google Adwords is the best place to begin and the best place to pursue your PPC advertising efforts. Why? Well, for the following reasons:

- 1** The Google user base targets more Internet savvy, technical users - people who are more likely to buy online quickly and with confidence!
- 2** Google Adwords is practically instant, as you can have your campaign up and running in just minutes. In contrast, the set-up/review process for Yahoo is a LOT slower (can be 2 to 5 days), which can be extremely frustrating.

- 3 Google Adwords allows you to better target your leads geographically, from countries to states to cities to zipcodes - even by a custom drawing! This is very useful when physical products or services are involved and a local audience is being sought.
- 4 Your competitors can't see how much you are bidding for your keywords or the click-through-rate (CTR) your ads are getting. Of course the less your competitors know the better, so this is huge tactical advantage.
- 5 Finally, Google Adwords actually **rewards** good performance! Basically, if an ad performs well, through a high Click Through Rate (CTR - which is the percentage of users who click on your ad), your ad is rewarded with a higher ad positioning as well as better pricing per click. Google wants to display the best, most relevant ads for its users, so you end up paying less per click the higher the CTR of that ad is. Sounds great, hey!

Now, remember how we talked about people taking a stab in the dark with PPC advertising, and only getting disappointed and disillusioned in the process?

Well, thanks to the foolproof rules and strategies in our Google Massacre program, we are here to ensure that that person is *never* you.

Don't worry, all of this is revealed inside Google Massacre, as well as our Super Advanced Massacre Methods, which you can get instantly [here!](#)

Don't Forget
Google Massacre's Mantra...
S.C.A.L.P. or be SCALPED!



www.GoogleMassacre.com

Get SCALPING, as good fortune will follow,

Andrew X

and *Steven Lee Jones*

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