

*Don't work until you are seventy –
A Blog for Baby Boomers and anyone else*

[Http://www.do-not-work-until-you-are-seventy.com](http://www.do-not-work-until-you-are-seventy.com)



Google AdSense For BABY BOOMERS How you too can make huge profits!

By Susan Kaul

This book is for personal use only.
It may NOT be altered or changed in anyway.
All links must remain intact.

Disclaimer

JSK Marketing assumes no responsibility for the use or misuse of this product, or for any injury, damage and/or financial loss sustained to persons or property as a direct or indirect result of using this report. We cannot guarantee your future results and/or success, as there are some unknown risks in business and on the Internet that we cannot foresee.

The use of our information should be based on your own due diligence, and you agree that the author/publisher is not liable for any success or failure of your business that is directly or indirectly related to the purchase and use of our information.

Table of Contents:

INTRODUCTION

WHAT IS GOOGLE ADSENSE?

SO WHAT DO YOU HAVE T DO TO JUMP ON THIS MONEY
MAKING BANK WAGON?

YOU MUST HAVE A BLOG OR WEBSITE TO PLACE YOUR
ADSENSE ADS

FIND A HOSTING PROVIDER

IF YOU GO WITH A WEBSITE YOU'LL NEED A HTML EDITOR

AN EXCELLENT E BOOK ABOUT FTP

MAYBE SOME HELP IS IN ORDER

PICK A SUBJECT

IT IS TIME TO GET STARTED

SEARCH ENGINE OPTIMIZATION

SUBMIT YOUR SITE TO GOOGLE ADSENSE

CONCLUSION

INTRODUCTION

There has **got** to be a reason why so many people, young and old are flocking to the internet to make money. Some are just playing with a new toy. These are the ones that are not really serious. It is just a game. They may even be successful because there is no stress or “need” and these people are usually very young and have all the time in the world. They are also frequently “Techies” or “Geeks” and very computer literate.

Then there are those that are desperate, there is no other hope, they have tried everything else. The internet *can be* an answer, but desperation is never the way to make good decisions. And don't let anyone tell you that working online is easy and you can be a millionaire in the next 10 minutes with no effort on your part. It just isn't going to happen.

And then there is the third class. People that are interested in making an online income to supplement there existing income and maybe even eventually replace their 9 to 5 income and be able to quit there regular jobs.

There is one more class, the Baby Boomers. That's me. We are that generation that is aging, nearing retirement, but won't be able to (at least not as soon as most of us would like.) and therefore we must keep working. We have lived too expensively and made a few reckless decisions along the way. We have credit card debt, a huge mortgage and expenses in an economy that is sucking the life out of all of us.

We don't want to work until we are past seventy!! But what choice do we have?

I'll tell you what choice. You really need to take a serious look at Google Adsense. It is easy, easily understood even if you are a beginner, and doable for all of us. It is an amazing way to make an income, big or small. The potential is there.



What is Google AdSense?

Google.com earns most of its revenue by allowing other website owners to advertise on their search result pages. All this is managed through a program they call AdWords. In other words, Webmasters are paying Google from their advertising budgets, to allow their ads to appear on Google.com.

Do a search on Google for anything, go ahead do it!

Now see those ads on the right hand side of the page, those are Google AdWords. Now if you were to click on one of those ads the webmaster who is advertising there, will be charged a set amount and Google will deduct it from the Webmaster's advertising budget.

So AdSense is a program that allows people to promote these **same** AdWords ads (you know the ads on the right side of any Google search) on our websites or blogs.

Now here is the amazing part! Google will pay us a certain percentage of what the AdWords customers are paying Google for those ads. We are actually helping Google advertise these AdWords ads, and Google is paying us a share of the revenue they earn every time a visitor comes to our sites and clicks on one of the ads.

Yes! You read that right.

All your visitor has to do is click on the ad. Not buy anything. Not give their e-mail address. Not commit to anything. **JUST CLICK ON THE AD!**

And we get paid.

Also, Google will actually read your page title and content, etc. and interpret what each page is about, and only place relevant ads on your site. So if your site is about Raising chickens, Google will not place an ad about Perfume on

your site. Only stuff about chickens or farms or equipment or feed or whatever. You get the point.

This of course, will dramatically improve the chances of someone being interested and therefore click on an ad. BOOM! We get paid!

Here is a definition from Whatis.com:

Google AdSense is a program in which enterprises can display Google advertisements on Web sites and earn revenue from hits that generate traffic for the Google search engines. Google AdSense represents businesses of all sizes worldwide in multiple languages. AdSense is a refinement and expansion of the concept behind banner-ad sharing arrangements that have been in use for years.

AdSense delivers targeted advertisements to participants' Web sites. Google search boxes can be placed on Web pages, generating text ads targeted to search results produced by visitors' search input. The Google algorithms are designed to interpret context in such a way that irrelevant results are discarded and only those most likely to produce revenue are delivered.

In some cases, this is so profitable that people are putting up websites and blogs just to utilize this program. It is really a remarkable opportunity.

So what do you have to do to jump on this Money making band wagon?



The following is a list of recommended actions. Please consider each one. Each will be explained in more detail.

1. You must have a blog or Website to place your AdSense Ads
2. Find a hosting provider. I use [Hostgator](#), they are reliable and offer excellent support and tutorials. And they won't break the bank.
3. Or Find a Blog site. You might consider Wordpress or BlogRush or Blogger
4. If you go with a Website, you'll need an HTML editor to build your site, I recommend [XSitePro](#).

If you are unsure of uploading your new website to the internet you may want to consider this free download of an ebook that I wrote. It explains beautifully (if I do say so myself) to Newbies (that is an affectionate term for people that are new to internet marketing, don't be insulted) just how to utilize a free internet software that will make success much easier. The ebook is [FTP using Filezilla in 24 Hours](#)

5. If it seems too overwhelming to learn about building your own website. You might consider some help. Take a look at [Site Build It](#)
6. Okay now pick a subject. What are you going to write about? What do people need to know? What subject are you an expert? What do you do well? What solution could you offer to a particular problem?
7. Now choose your tools and build your website. Make it interesting. Make it useful. Make it something you'd be proud to show off. Make it truthful. Make it valuable to the person reading it. Would you want to read it?
8. Optimize your site for the search engines. Like Google, MSN or Yahoo. There are many many more. But these are the popular ones.
9. Go to the Google AdSense application page. Sign up!!

You must have a blog or Website to place your AdSense Ads

Now you can have either one. A blog could be the easier way to start since you will not have to learn all about building a website or paying for someone to do it. But I would highly recommend that once you are on your way, you take the time to expand your knowledge and get out there with your own site. You will not be sorry to take this extra step to your success. But a blog will get you going much quicker.

Your Blog or Website content **MUST** be helpful to your reader. You **MUST** keep your customer and reader satisfied and feeling like it was worth their time to visit your site. Otherwise they won't bookmark you or ever return. That is a surefire way to internet marketing death. Mistreat your reader, with garbage, copycat trash and they will know. Even the Newbies. Don't Doubt it! That is why I said earlier to be proud of whatever you put up. We are talking your potential livelihood hear. Take this seriously!

And with a blog or website you must update your information periodically. Not only does this help your customers or readers feel good about returning, but the search engines love it.



One internet marketer says” Content, Content, Content” That is what leads to success, with your search engines and with your readers.

Find a hosting provider, whether it is for a Blog or Website.

You can not move forward until you decide this next move. The Hosting site I use is [Hostgator](#), they have excellent technical support, which will be very important for someone just starting out. And they will not break the bank. You must keep your start up budget in mind. You can not take chances with being able to pay your bills and keep the mortgage going. Don't take foolish chances. You must pay your bills. So watch your budget.

Now just because I like [Hostgator](#), doesn't mean you have to. Don't be silly, do your own research. Just Google "website hosting" and see what comes up. Shop around.

The point is, you need one. And making a decision is the most difficult part of this whole thing. And if you don't want to take the leap to building a simple website, then find a Blog site. You might consider Wordpress or BlogRush or Blogger.

But you must have one or the other to be able to have your Google AdSense ads hosted, so you can start making money.

As an aside, if you are aware of anything that is going on with the internet. You have heard of Web 2.0. Web 2.0 is the current most effective way of using social sites for marketing and driving traffic to your marketing interest. Which, of course, would be *your* website that has all your Google AdSense Ads. Get my point?

A very interesting e book by Rob Benwell that might be of interest to you is [Blogging to the Bank 2.0](#). Check it out. It is just one more way for you to make yourself successful. There is a lot to learn but just getting started is the first step!

If you go with a Website you'll need a HTML editor to build your site

Okay, so you have decided to step up and build your own website. You will need some tools to accomplish this. I recommend [XSitePro](#). This is an amazing program that allows you to have complete control and ease of creation. They have excellent tutorials to help you find your way around. It is so much fun to create your web pages you may be tempted to change them up over and over, although I would advise you not to go crazy with this. It is very fun but it can also be very distracting, so you want to be sure to stay productive with your site. Even though making a nice site is very important and it can be very fun.

[XSitePro](#) actually works with many desktop website publishers like Microsoft Frontpage. It also allows you NOT to have to know anything about HTML (the language of the internet)

They have some tutorial videos that will help you decide if this is for you. Check them out! [XSitePro](#)

Of course some of the hosting sites have site building tools included in the package. That may be the answer you are looking for. Remember to research each one before you decide. Watch your budget and go with what you are comfortable with.

Speaking of budget, building it yourself may require a bit of your time to learn the tools and rev up your creative juices but in the long run, this choice will be the most budget conscientious.

A very important thing here. It is accepted that you may not have a lot of pre existing knowledge here. You may be a little hesitant, maybe even afraid. All of us were, in the beginning. But hopefully that is combined with a little excitement too. The one thing that will assure your failure is not taking any action at all. You can read 100 ebooks and talk to 1000 web masters and they will likely all have different variation on how to accomplish making money online. But each and every one of them, have one thing in common... they **TOOK ACTION! Without that very critical first step, you will fail. Don't let that happen.



An excellent ebook about uploading your site to the internet.



There still may be questions about getting all that excellent content up to the internet. Posted onto your website. How in the world do you do that?

Well, like I said *Dreamweaver* and *Microsoft Frontpage* will help you do that.

I also wrote this excellent ebook that you can download for Free if you want more information. The ebook is [FTP using Filezilla in 24 Hours](#)

FTP stands for File Transfer Protocol and this is necessary to be able to upload your website to the World Wide Web. So that all your hard work and effort is out there, ready for people to be able to visit and click your AdSense ads and you start getting paid.

Take advantage of this free download. [FTP using Filezilla in 24 Hours.](#)

Maybe Some Help is in Order

Sometimes, especially when you are new at something, it is very difficult to get started. Too many decisions, too many new concepts to learn, too much to do. And as a result, you end up doing nothing.

Which of course, is the killer of your momentum, your moving forward.

So you might need to consider site building help. [Site Build It](#) may be what you need. Not only do they give you everything you need but they give you all the support you can handle.

Also they are devoted to your success. If you have a web site with no traffic, you are dead in the water. [Site Build It](#) will actually help you optimize your site for the search engines.

Click this link and check out their site.



They will answer every question you have. If this is the way you want to go, you will be very happy with this site. Check it out!

Pick a Subject

Now is the time to figure out what you are interested in writing about. The best subject to write about is the subject you know something about. It's not so easy to talk to someone on a topic you know nothing about.

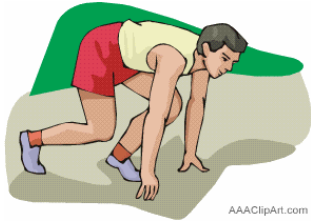
- ✓ So what do you like?
- ✓ What are your hobbies?
- ✓ What do you do for a living?
- ✓ Who are your friends?
- ✓ What do they do?
- ✓ Do you have a pet?
- ✓ Do you travel?

Think about it, what are you good at, interested in, or known for? This is what you will write about.

It is not like you have to write a book or manuscript or even a huge amount. You just need a topic that will be interesting and that you can market so people will come to your website or Blog and read your article and click on your AdSense links and you get paid. See what I mean?

You have to have something that Google can match ads to your topic so they can place the ads on your site so you can get paid.

Not rocket science!



Okay it is time to get started

You have your idea for a topic. You have researched your Website host or Blog host. You have decided if you are going to build your site yourself or have someone do it. You have your direction. Now is the time for you to take action!! Get started!!

I can not emphasize this enough. I surely speak from personal experience here. You will die in the water if you do not take action. **RIGHT NOW!**

When I first started I took literally months educating myself about internet marketing and “getting ready”. Which means doing nothing. I read everything and got on all kinds of lists and before I knew it I was overwhelmed and did nothing. It can happen without your even being aware of it. I thought I was being productive. But let me tell you something, I was **NOT** making any money. That is all that counts in this business.

You must act in order to make money. Even if you do it wrong the first few times. You are gaining valuable experience and you are making yourself feel better because you are doing *something*.

There is a thing called information overload. And I bet that this is not the first ebook you have read or the first research you have done. You have probably been searching around for awhile now trying to figure this whole thing out. I did.

But the more information you get, the more opinions there are the longer it is going to take you to do something. Soon you begin to feel so overwhelmed you can't do anything. Don't let this happen!

Information Overload is paralyzing!

Let me repeat that.

Information Overload is paralyzing!

Get a pen and notepad right now, set it by your computer. Everyday when you sit down to work and something interests you in your email or you get an offer that sounds good, or you run across a great opportunity. Write it down, and come back to it later *after* you have done something on your current money making adventure to move it toward its completion.



You must stop wrestling with indecision.

You won't make any money until you get your article posted and Google places some ads on it for you. You must practice some discipline and focus.

You will love yourself if you do this. I promise.

Search Engine Optimization



This is a necessary evil. Some people that use the internet for their livelihood would like you to think this is very difficult to do. Well it is not that bad. It does require time and effort and knowledge. You will have to stretch and widen your knowledge base again. But it is doable.

There are also lots of different ways to drive traffic to your site. Some much easier than others. This is a subject for another whole book.

Just know this, once you have come this far you are going to be thrilled to keep learning and keep going.

A recommended e book to read about this very subject is [SEO Seduction Secrets](#) by Franck Silvestre. It is well worth your read. It really makes it all very easily understood and straight forward steps to success.



I recommend it.

I also already mentioned Web 2.0. It will really benefit you to learn about this. It is what is happening now online.

Again, if you do not have traffic to your site, you will never make a dime.

[SEO Seduction Secrets](#) by Franck Silvestre and

[Blogging to the Bank 2.0](#). by Rob Benwell, will help you in this arena. Check them out!

Well it's finally time!

Go on over the [Google AdSense](#) and get yourself signed up. Go on, now is not the time to hesitate. You have earned it. Go to [Google AdSense](#) and set up your account! You are ready to start earning money.

Most sites are either accepted or rejected within 24 to 48 hours, so you shouldn't have to wait too long to find out if your application has been approved.

Once you've been accepted, simply copy and paste the provided HTML code into any page that you'd like to show the ads. If you've done a good job of defining the content on your web pages, the ads that show should be relevant to the content of your page...increasing the chances of click-thrus by your visitors.

You can either display the ads vertically along side the page like Google does or in a banner-like formation horizontally across your pages. The placement is up to you. You can even customize the colors to match your site's theme.

CONCLUSION:

Well that's it.

If you'll just take the time to learn a little something about the new adventure you're about to start and believe in yourself, and most importantly **TAKE ACTION NOW**. You will be successful!

And don't let anyone tell you can't do it. Thousands and thousands of people are making money online. Men, Women and **BABY BOOMERS!**



Here's to our success!!

Susan Kaul

[JSK Marketing](#)