

# GREEN KNIGHT METHOD

# **Green Knight Method**

The Simple Technique I Used To Become One Of  
ClickBank's Top 100 Affiliates

[www.GreenKnightMethod.com](http://www.GreenKnightMethod.com)  
© 2010, All Rights Reserved.

# IMPORTANT!

## **RIGHTS:**

*You can give this report away!* Here are the conditions:

[YES] Can be given away

[NO] Can sell resale rights

[NO] Can sell private label rights

[NO] Can be edited

[NO] Can be used as web content

[NO] Can be sold

## **EARNINGS DISCLAIMER:**

THIS PRODUCT IS FOR INFORMATIONAL PURPOSES ONLY. THE PUBLISHER DOES NOT ACCEPT RESPONSIBILITY FOR ANY LIABILITIES OR DAMAGES, REAL OR PERCEIVED, RESULTING FROM THE USE OF THIS INFORMATION. THE AUTHOR AND PUBLISHER MAKE NO INCOME GUARANTEES WHATSOEVER. BUSINESS HAS INHERENT RISK. YOUR LEVEL OF SUCCESS OR FAILURE IS ULTIMATELY DEPENDENT ON A NUMBER OF FACTORS OUT OF MY CONTROL. TO WIT: YOUR DRIVE, LEVEL OF EXPERIENCE, AND ABILITY TO EXECUTE.

# Quick Background

I started affiliate marketing in the summer of 2006.

After a few months, things started to click for me and by early 2007, I was able to quit my day job and do IM fulltime.

Since those early days, I've promoted literally hundreds of different offers in many different markets.

I've pushed traffic to ClickBank offers...

I've pushed traffic to my own offers... and I've pushed traffic to countless offers on CPA networks like Azoogle, NeverBlue, PrimaryAds, and so on.

I've been at this game for awhile. Pretty much seen it all.

Like you, I've experienced the ups and the downs that come with the territory. I know that sense of elation when something works... and the frustration when it doesn't.

In this short report, I'm going to show you something that DOES work... and brought me massive results in a short amount of time.



**DISCLAIMER:** If you're looking for a silver bullet, push-button solution to all your IM problems... what you're looking for doesn't exist.

*BUT... if you can follow some simple directions, apply a little bit of elbow grease, and adapt what I'm about to reveal to YOUR niche... then this just might be the breakthrough you've been looking for.*

# OK, Here's The Story:

On December 31, 2008, I got an email from ClickBank that just about knocked me out of my chair:

**Welcome to ClickBank Apex 2009!**

★ Terra [redacted] to me [show details](#) 12/31/08 [Reply](#)

Dear Bryan,

In looking at our sales figures for the last 12 months, we were delighted to find that you are among the top 0.01% of ClickBank's affiliates. Please allow me to be the first to congratulate you and welcome you to the 2009 ClickBank Apex program!

In order to provide our largest and most successful affiliates a higher standard of care and support, ClickBank is happy to announce the ClickBank Apex program. As a ClickBank Apex Affiliate, you get the following benefits:

- **Your own Affiliate Manager within our Customer Service Department.**  
The role of the Affiliate Manager is to understand your business, act as your point of contact within ClickBank, and to follow any issues that you may report

“REALLY??”

I didn't see it coming AT ALL.

*[By The Way: Twelve months later, I got a SECOND email:*



All of this caught me *completely* by surprise because, to be honest, I had been doing VERY little with ClickBank stuff that year... I was actually heavily pushing CPA offers at the time.

At first, I thought it must have been a mistake... but then I remembered this one ClickBank campaign I had been running...

Sure enough, that's where the lion's share of my ClickBank sales were coming from.

Funny thing is... I'd barely touched that campaign for months. It was practically on autopilot.

*Yet it was bringing in literally thousands of sales and ranking me among ClickBank's top 100 affiliates.*

In this report, I'm going to share the exact system I used to achieve those results – a system I call the **“Green Knight Method.”**

# Introducing...

# The **Green Knight** Method

What's the Green Knight Method all about?

Well, it all started with a blog post I stumbled upon (long before the congrats email from ClickBank).

This post described a split-test “battle” between two graphic designers.

The first designer created a fancy web 2.0 banner ad with fancy graphics, cool fonts, and a big shiny call-to-action button.

The other designer took the ghetto route and made a really plain ad with simple fonts and an ugly green background.

Who do you think won?

I don't remember the exact numbers... **but the ugly green ad out-pulled the fancy ad by a huge margin.**

This may not seem like a big deal, but for me, it ROCKED MY WORLD...

...you see, I had been wanting to try my hand at banner advertising, but up until that point, I'd been too intimidated to try because I didn't know how to create fancy banner ads.

My graphic design skills were pretty much *nonexistent*.

But this post changed all that because it PROVED that simple, ugly ads could blow the fancy stuff out of the water. Banner advertising wasn't out of reach after all...

So I decided to create some ugly green banner ads of my own and see what happened.

How'd they do?

Let's fast-forward several months:

Clicks	Impr.	CTR ?	Avg. CPC ?	Cost	Avg. Pos.	Conv. (1-per- click) ?	Cost / conv. (1-per- click) ?	Conv. rate (1-per- click) ?
399,259	70,380,634	0.57%	CA\$0.09	CA\$37,678.29	2.1	2,718	CA\$13.86	0.68%

This screenshot is from just ONE campaign I used those banner ads on (*... and it's not even the campaign with the highest sales volume...*)

**Those ugly green banner ads went on to generate THOUSANDS and THOUSANDS of ClickBank sales for me, and ultimately, got me a spot among ClickBank's top 100 affiliates.**

But let me warn you, the banner ads themselves were only HALF of the secret method you're about to learn.

The REAL magic was in the fact that I combined the power of these ugly green attention-grabbing banner ads with a "theme-based" approach to advertising on Google's content network.

THAT is the essence of the Green Knight Method – the twist that brought in a ton of cheap, highly targeted clicks.

### **"What The Heck Are 'THEMES'?"**

Before I get into themes, let's talk about the content network.

Google's content network is the SUM TOTAL of all the webpages in the world that have AdSense ads on them.

It's the biggest ad network on the planet.

The amount of traffic available there is mind-blowing.

BUT... most marketers don't know the secret to unlocking that traffic.

You see, Google's job is to make the MOST MONEY it can from these billions and billions of impressions in its network. In the pay-per-click

business model, that means they need to show ads that get **high Click-Through-Rates (CTR)**.

Higher CTR equals higher monetization of their available ad inventory.

How do they get high CTR? They get the best ad to webpage match possible.

In other words... when they're trying to find an ad to serve on a webpage about water heaters, they will be much better off serving an ad for a "build your own water heater" offer as opposed to, say, an ad for wrinkle cream.



But the thing is, one of the *downsides* of being the largest ad network in the world is the fact that a **SIGNIFICANT** portion of the webpages they serve ads on are **HARD** to find relevant ads for.

As a result, there are a **LOT** of webpages out there that have poor ad to webpage match... they are being inefficiently advertised – and Google's return on those ad slots is very poor.

These under-utilized ad slots are like the *"lady in waiting..."*

That's where the Green Knight swoops in to save the day.

What I did was come along and create ad groups and ugly

green image ads that were HIGHLY targeted to these hard-to-monetize, “unloved” webpages...

...meaning that I was able to give Google and the webpage owners a MUCH higher CTR than they were getting before...

...and in turn, Google treated me like a “knight in shining armor”... 😊

...by giving me TONS of traffic at just pennies per click.

The best way to get your ugly green ads to show on these inefficiently-advertised webpages is to identify relevant but *non-obvious* **themes** that have a lateral relation to your niche.

For our purposes, a ***“theme” is any subject that your ideal prospect will be interested in... even if it doesn’t relate to your offer.***

On the content network, people aren’t LOOKING to buy anything... they’re surfing. So stop thinking you have to advertise only on keywords/themes that specifically relate to your offer. Think about what OTHER subjects your prospects will be interested in, then put your ugly green ads on THOSE webpages to explode your traffic and sales.

*[The last three paragraphs alone could be worth thousands of dollars to your business...]*

Bottom line:

***Green Knight Method = Ugly Green Ads + Themes***

Now I’m going to show you how to get your first Green Knight Method campaign up and running...

# STEP 1: Identify The “Themes” In Your Niche

Again, for our purposes here, a “theme” is any subject that your ideal prospect will be interested in... even if it doesn't relate to your offer.

How do you think up new themes for your offer?

First, you need to get a crystal-clear picture of what your ideal prospect is like.

You want to know their age, gender, income, marriage-status, and education level.

You want to know what gets them out of bed in the morning... and what keep them up at night. Fears, hopes, dreams.... ALL that stuff.

***Most importantly, you want to know what their hobbies and side-interests are. What kind of books and magazines do they likely read? What kind of blogs, forums and websites do they visit?***

Once you have a good handle on that, you need to ask yourself the million dollar question: *“In addition to my offer... what ELSE will be my ideal prospect by reading and researching online?”*

Use that question to prime the pump. Start writing down all the different ideas that come to mind until you have a list of at least 10 to 20 new subjects / themes you can put your ads on.

Now you're ready for step two...

# STEP 2: Choose Keywords For Each Theme

Once you've written down 10 to 20 themes, you'll need to substantiate those themes by coming up with keywords for each theme.

These keywords will give Google an idea of what your theme is. They "define" the theme for Google.

Some themes will be easier to "populate" with keywords than others.

If you find yourself stumped by this part of the method, the easiest way to dig up those keywords is to simply type the most obvious keyword for your theme into a keyword tool and see what it spits out.

**Google Keyword Tool:**

<https://adwords.google.com/select/KeywordToolExternal>

**Google Search-Based Keyword Tool:**

<http://www.google.com/sktool/>

Once you have your keywords for your first theme, go ahead and repeat this step for the rest of your themes.

On to step three...

# STEP 3: Make Your Ugly Green Ads

Next, you're going to create some of these infamous ugly green banner ads.

Ready to see what these bad boys look like?

*[DRUM ROLL...]*

Here it is:



See, I wasn't kidding when I said "ugly." These are VERY simple to make...

Just four elements, really:

1. Headline text...
2. Body text...
3. Call-To-Action text...
4. ...and of course, that eyeball-grabbing bright green background

All you have to do is fire up some photo manipulation software, put in the green background, add the text, and you're done.

Here are some programs you can use:

- Gimp (free) <http://www.gimp.org/downloads/>
- Seashore (free) <http://seashore.sourceforge.net/download.php>
- Photoshop (paid)  
<http://www.adobesystems.ca/products/photoshop/compare/>
- Windows Paint

If you're intimidated by these programs, you can use Google's Display Ad Builder instead to create an ad fairly similar to the model I just showed you.

### **Big Tip...**

To capture MAXIMUM traffic, make sure to create your green ads in ALL 8 ad sizes / formats that the Google content network allows:

- 250 x 250 Square**
- 200 x 200 Small Square**
- 468 x 60 Banner**
- 728 x 90 Leaderboard**
- 300 x 250 Inline Rectangle**
- 336 x 280 Large Rectangle**
- 120 x 600 Skyscraper**
- 160 x 600 Wide Skyscraper**

...

Okay, let's take stock.

At this point, you should have:

- 10 – 20 themes
- keywords for each theme
- 8 ugly green banner ads

Now you're ready for the fourth and final step...

*(continued on next page...)*

# STEP 4: Upload Your Ads & Keywords

Now all that's left to do is take what you've created so far and upload it to the Google Content Network.

If you already have an AdWords account, then you likely know what to do.

If not, click here to set one up: <http://www.google.com/intl/en/ads/>

*[NOTE: You will NOT be advertising on the AdWords Search network with this method... just the content network.]*

Once you're in AdWords, do the following:

1. Create new campaign
2. Create ad group (one ad group per theme)
3. Add your keywords
4. Add image ads (all 8 ugly green banner ads)
5. Repeat steps 1 – 4 for the rest of your themes

**IMPORTANT:** In some situations, you can direct link to the vendor, but I recommend you use your own landing pages. **ALSO:** start off with a **LOW** daily budget. Something like \$20 - \$25 a day. The time for high daily budgets is **AFTER** you've proved that the campaign is profitable.

**That's it – you're done! You should start to see traffic within 12 – 24 hours!**

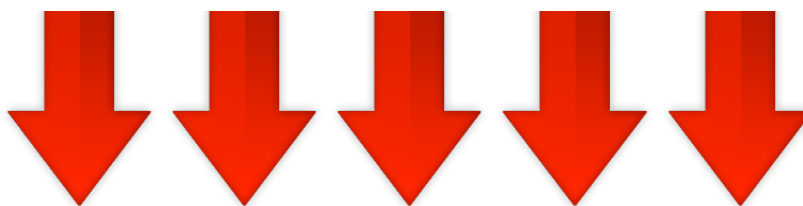
*(continued on next page...)*

# Your Next Step:

In this free report, I've given you the "bones" of the Green Knight Method.

*You now know the essence of the strategy I used to become one of ClickBank's top 100 affiliates.*

**But if you want to learn the FULL method, including details too powerful to share here, then click on the link below:**



**<http://www.GreenKnightMethod.com/advance>**

Whatever you do, don't just sit on this information... What you have in your hands is pure gold. Use it!

Thanks for reading and I wish you MASSIVE success.

- Bryan A.K.A. "Deertrail"

**P.S.** Like this report? Feel free to share it with your list! (NOTE: You may give this report away, but it may not be sold, edited, or used as web content. For a full list of conditions, see page three.)

*(continued on next page...)*

# P.P.S...

## Looking For A Hot Niche To Promote In?

I've quietly been creating high-converting info products in a new, "evergreen" niche market that my ClickBank rep tells me is growing by 400% per year. If you want in on the ground floor, click here:

<http://www.RelationshipRepairAffiliates.com>