

# How to Win with AdWords

## 10 Point Checklist

**Perry Marshall**

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a **10 point checklist** that gives the next, real steps  
you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



**"AdWords is a fine art these days. It's not a spray and pray  
or sling mud against the wall and see what sticks strategy.  
There is a lot more precision required."**

**PERRY MARSHALL**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?**

**Here are 10 steps that can move you closer to your goals – today.**

- Be very strategic and careful with my negative keywords. For a definition of negative keywords, click [here](#).
- Use multiple keyword match types so that I have a broad keyword variation. There's exact match, phrase match, broad match and modified broad match.
- Avoid overpaying for traffic. Eliminate junk to get broad traffic and limit spending.
- Keep sharpening my AdWords skills and stay informed on the latest updates.
- Be very careful with the “AdWords stupidity tax”. Say no if someone from Google asks me to pay for more ads.
- Remarket and retarget ads to warm traffic so that I don't end up spending too much on cold traffic.
- Create valuable ad content. My ad's main purpose should be to offer help and solutions to those who need it.
- Pay attention to my click-through rate's Quality Score. Make sure that it's progressing so Google will help me advance.
- Come up with a unique selling proposition and make sure my ad is different from others. This will help me get ads at a fair price.
- Read [80/20 Sales and Marketing](#) to learn more about the world of online advertising.