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Video Two
What I See Online

At this point I have looked over the shoulder of XXXX marketers. I've broken them into 4 categories I'd like to share with you.

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2 The Dabbler Path

- This is the person who has heard of Google PPC
- They've set up their PPC account
- Done some keyword research
- They've put up an ad or two
- They don't understand why they aren't making money.
- So they come back and do some more things...
- List 4 more things a newbie does and then gives up

3 The Obsessive Path

- this is the person who reads every ebook that comes out on Google
- Every time they pick up a rumor, they immediately change their entire Google campaign
- They run a new keyword search every day.
- They have 368 landing pages for each of their adgroups.
- They track with six different programs to make sure they are fully covered.
- They are convinced they are doing everything right but - they are still losing money.

4 The Hacker Path

- this is the person who has some basic knowledge and made some money with google
- They keep hearing there are new tactics for Google.
- Once a year, they look at their adwords account and think about making changes.
- Sometimes, they'll add a single element and come back the next year to note the changes.
- Their business is flat and they don't understand why

5 The Mastery Path

- this is the person who sets out with a plan
- they build or rebuild their campaigns from the ground up
- they are open to examining every aspect of their business.
- they don't believe in sacred cows - only in the bottom line
- they recognize there are "ah ha" moments that propel their business forward
- they understand that successful people build successful habits
- they understand there's a difference between someone who hypes about an overnight success and someone who builds a successful seven figure (or more) business
- on the next video, we are going to talk about getting you to the level of mastery