

# nanocontext

## The Art of AdSense Publishing

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### **Earning Without Selling**

*“Marketer VS. Publisher”*

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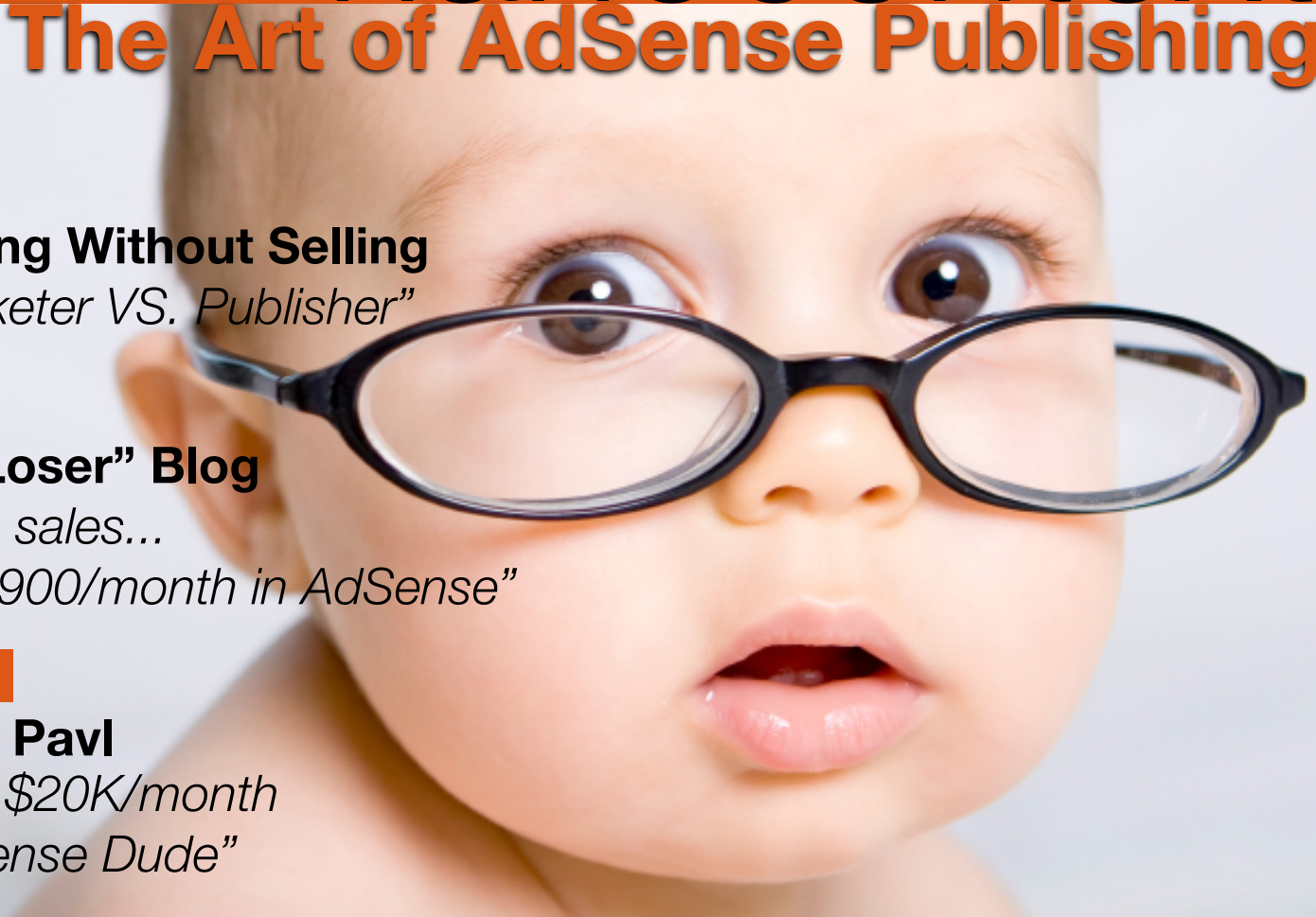
### **My “Loser” Blog**

*“Zero sales...  
but \$900/month in AdSense”*

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### **Meet Pavl**

*“The \$20K/month  
AdSense Dude”*



I'm typing this introduction while comfortably sitting in my camper van.

I just parked on a quiet spot alongside Lago Como, a wonderful lake in Northern Italy.

I'm on my way to visit my friend, Matteo, who lives on the other side of the lake.

Matteo (Matt) and I have been best friends and business partners for ages. We live roughly 700 miles apart from each other but, since we both run online businesses, there's lots of freedom to travel up and down between Belgium and Italy as often as we like.

Matt's wife is an excellent cook so it shouldn't come as a surprise to you that I'm the one taking the trip to Italy more often :-)

Marketing is a passion of both Matt and I. It's in our blood.

Oftentimes, when brainstorming, we come up with the craziest stuff imaginable.

Most people would label some of the techniques we test as *"Totally Nuts"*.

*"Dude, one day they are going to put you in a straight jacket for pulling stunts like this!"* – Matt often says. He's probably right.

**"Marketing is Testing"** - If you refuse to think (*and act!*) outside of your comfort zone, you're not much of a marketer. Good marketers need to be great advertisers. They can write ad copy that sucks prospects in and craft landing pages that convert like crazy.

Marketers are, by definition, not sales people. Great marketing basically removes the need for selling. It's true; when you are a great marketer, you don't really have to hard-sell.

The marketers I know personally, never write the typical “magalog” type sales letter filled with hype and hoopla.

Don't get me wrong, these magalogs do work but you better be one heck of a copywriter if you want to do it well.

Note: Just in case you want to know more about copywriting, go read some of Clayton Makepeace or John Carlton's work - these guys are top notch.

Marketing, like copy writing, is more than just a skill – it's an art. One that takes many moons to develop. You're never “done” with learning marketing; most marketers are (*should be*) eternal students.

You'll realize you are one of the messed up marketing crowd if your iPod is filled with Jay Abraham courses instead of music.

By then, it's too late - you've been infected and there is no known cure :-)

*“Hold on, Peter, I don't want to be an eternal student and I am not that passionate about marketing (unlike you - I have a life, you know). Does that mean I'll never stand a chance to make a decent income online?”*

Of course you can make a living online – you don't *have* to be a marketing aficionado.

Just don't expect that you'll be selling 200 copies of your eBook every day if you can't market your way out of a wet paper bag. Marketing requires skill and, quite often, a decent budget to get your product into the hands of paying customers.

I don't want to make it sound like it's impossible but if you lack above-mentioned variables, you just might be in for a rude awakening.

Originally – NanoContext was meant as a bonus for my Nanobloggers customers. It was initially going to be a 5-page report about how to use Nanoblogs with AdSense in the best way possible.

It became pretty apparent that quite a few of the Nanobloggers buyers were struggling with the concept of “marketing”.

Even though the process is solid and basically bullet proof – for some people, “sales” didn’t come as fast as they would have hoped.

After reviewing some of these non-converting blogs it became quite obvious to me that I needed to supply them with a way to monetize their blogs *without* the need to become marketers.

A second thing that stood out to me was that not every Nanoblogger "got" the

conversational traffic approach that is explained in the manual. I agree that it does take some getting used to and, therefore, I offer a secondary way of getting traffic fast without the need to spend bundles of cash (*or a long learning process*).

Since I get traffic to my AdSense blogs through SEO, that's what I'll be focusing on.

When Matt noted that a lot of people outside of Nanobloggers could benefit greatly from this knowledge, I decided to step away from the 5-page report idea and make it into a full-blown product.

### **NanoContext was born!**

NanoContext does not necessarily require knowledge of the Nanobloggers concept. NC is a stand-alone model that is being used by a few people I know with extraordinary results.

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I'll highlight one of them in a minute – you'll be amazed with his results. I, myself, run a decent amount of NanoContext blogs that are purely monetized with AdSense.

*“Peter, if you are such a marketing junkie - then why do you even bother messing around with AdSense?”*

That's a fair question - and I'll give you an honest answer.

I like “easy” money as much as the next person.

Marketing/Selling products by driving traffic with Pay Per Click, Cost Per View and Media Buys is hard (kind of stressy) work and a never-ending struggle to keep your budget in tact and your campaigns alive. It consists of endless split testing and constant “eye balling” of all the campaigns I have running.

It wouldn't be the first time that I “*accidentally*” burn through a \$1,000 ad spend on Google Adwords because I “*forgot*” to turn off one silly, budget-killing keyword or ad group.

Now - my NanoContext blogs, that's a whole ‘nother game.

I need to do decent keyword research, prepare and build out my blog as described in the manual and make sure to start up a consistent promotion flow.

That's all I have to do to receive guaranteed (*and recurring*) income within one week. No exceptions!

So - If you play by the rules I outline in the NC manual, there's no way you'll not make money. This is not some “*flash-in-the-pan*”, nasty, blackhat loophole that will get your AdSense account banned.

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Not going to happen. NanoContext carries the “whitehat” label. It’s evergreen.

The NanoContext concept is based on pure logic and common sense with a mixed-in splash of thinking “outside the box”.

The workflow and AdSense integration might seem a little odd (or even wacky) at first, but you’ll soon realize that this is an awesome way to make money from AdSense.

There’s nothing like logging into your AdSense account in the AM and finding out that Google gave you money. You didn’t have to sell anything, there is no customer support and no refunds.

### ***Brilliant!***

It’s the ONLY part of my business that is 100% hassle-free.

Nothing else even comes close to the ease with which I can run my AdSense business.

Now – before you even think NanoContext is going to be a “hands-off” model that has you earning big, stinkin’ piles of dollars without you doing any work. Think again – this requires real WORK.

*Consistent work! Focused work!*

The good news is that you don’t need a whole lot of marketing skills to make NanoContext buzz like a bee. Common sense, consistent effort and the drive to succeed will take you very far in your newfound business as a NanoContext AdSense Publisher.

Some people say that AdSense is “dead” – others say that AdSense Publishers “step over dollars to make pennies”. Ah well, we are all entitled to our opinion, no?

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Let me quickly nip those rumors in the bud by saying that my monthly deposit from AdSense is over \$10K. Pavl, the guy I will introduce to you shortly, receives a monthly check that surpasses \$20K.

AdSense certainly is not dead, au contraire – it's a big part of Google's business that makes them oodles of money day after day, how can it be dead?

Could we make more money if we decided to switch out AdSense blocks with affiliate programs, CPA offers or our own products? Maybe – sometimes yes, sometimes no.

That's not the point though – what should matter to you and me is that we make that money without destroying any brain cells. We make that money without “selling” and with very, very little marketing.

We talk to nobody to receive these recurring bank deposits.

All we do is provide Google's searchers and advertisers with killer content and make sure everybody (Google + searcher + advertiser) is happy. *(this is key - always keep this last sentence in mind)*

That's our task – nothing more, nothing less. We are rewarded for the effort we put into creating our content and make absolutely sure that the experience of the searcher, once they land on our blog, is a great one.

## My “loser” blog

Sometimes, AdSense can be a real “blog saver”. I’ll give you a quick example about what happened when I decided to dip my toe into a market a couple months back.

I put up this blog around a specific keyword that had a decent amount of searches and I “thought” it would be a winner. There was an info product available in the market that I became affiliated with.

I could earn 50% of an \$87 sale price. At first glance – this looked good and I started building and promoting.

Within a short amount of time, traffic started to trickle in and my stats showed me that people “liked” my content as they were staying on my blog for quite a decent time span.

I kept growing traffic to the blog and after some weeks I hit the 200 visitor/day mark.

Pretty good, no? That’s what I thought as well. Problem was – I got zero sales. Not one! Nobody was buying the product I was recommending.

Now – after looking at the market more carefully, I noticed that what most people were looking for in that market was for a very specific service. A service only provided by specialized companies. There was no way I could put together something like that.

Nobody in the market was looking to buy information products – they wanted the service. Damn!

Crap! – There I was with my cool looking blog and quite a bit of daily traffic... that was making me zero \$. Quite frustrating.

From earlier research, I knew that the market was pretty competitive from an Adwords point of view. I noticed quite a few players in that market (the service providers) who were paying to get their ads displayed alongside certain Google search results.

I poked around a little bit in the Adwords keyword tool and found the keyword for that market that seemed to have the biggest Adwords CPC.

I carefully crafted a page with that particular keyword in mind, plugged in my AdSense Pub ID and funneled my traffic to that page as much as I could.

Results? – The next day that site earned me \$19 in hands-off revenue.

As traffic was growing to about 250-300/day, my income grew as well. Today that tiny little blog is bringing in between \$28 and \$33/day. The income is steady as a rock and will stay like that for a long time to come.

If you do the math, that blog brings in close to \$1,000/month with basically no work. Please note that this is recurring revenue – I'll get that money again next month and the next and the next...

So, what do you think? Is AdSense “dead”? Did I “step over dollars to make pennies”? No - the only thing I did was stop moaning and whining about how my site was not making money, pulled my finger out and added one AdSense block to my site.

I turned a total “dud” into a recurring little “cash machine” with that one little action.

For that blog - **I went from being a marketer to being a publisher.**

You have to realize that these are two very different “occupations”. Being a marketer can be very, very lucrative and I will stay one for as long as I live. I’m passionate about marketing and that will never, ever change.

Being a publisher, on the other hand, can be just as profitable and one of the (major) advantages is that you need to understand very little about marketing. For a lot of (newer) people, being a publisher is much easier and can be made profitable much faster.

Often, a publisher business model brings fewer headaches with it and provides a solid way to kick butt income for the Webmasters who choose to embrace the model.

*Please Note:* Being a (AdSense) publisher is not just for new people, advanced Webmasters can benefit greatly from it as well.

Realize that it is different from straight up marketing and that the publisher model is able to bring in very good, consistent and recurring income.

Don’t listen to the naysayers, you have to experience this yourself.

In 2004-2005, being an AdSense publisher really meant that you were a search engine spammer.

Lots of us had 100K+ sites each having 10.000+ scraped pages, which we generated with the “flavor of the day” software such as Metawebs, Traffic Equalizer and what have you.

At the time, that worked.

It worked so well even people with zero brain cells could generate \$25K/month AdSense checks without even blinking an eye.

Automatically generate the page with the software, ping it through Blogger.com and watch the money roll in.

Needless to say – that crap don't work no more these days.

In 2006 – Google punished most of us for abusing their system. People's income dropped from \$30K/month to \$500/month overnight.

All hell broke loose and Google all of a sudden became this “bad” company. I realized immediately it was I who has been bad, not Google.

Accounts got deleted, banned or Smart Priced. People lost their homes due to the measures Google brought into play.

The harsh truth is that many of us had built their publisher businesses on very, very shaky ground.

Running a publisher business that is based on scraped content - and does not bring one inch of value to the end user - is not really a business.

Today - almost 4 years after Google's dreaded “clean up operation” – there are still people who think they can fool Google with all kinds of trickery and blackhat tactics.

I sure hope you're not one of them.

Building a business on loopholes and tricks is not really a business. You must be prepared to work for your success.

With NanoContext - I provide you with a proven formula to work smart, while keeping every party involved happy for years to come.

With this introduction, I wanted to clear up some confusion that seems to keep lingering on within the IM crowd. I wanted to clearly make the distinction between being a marketer and being a publisher.

I wanted to tell you that you sure as heck can make very good money even if you're not a marketer - or don't have the passion to become one. Being a (AdSense) publisher is a wonderful, no-stress, way to run a very profitable, sustainable business for years to come.

Don't let anybody else tell you otherwise; work hard and be consistent in your efforts. Don't fall for the short-term "one-trick-pony" schemes.

Follow the NanoContext plan – I promise you'll do very well.

I want to share with you a short but amazing story – a case study, if you will.

This little story should prove to you, once and for all, that you don't need all the bells and whistles, tools and gadgets or bundles of information to get you started - and earning - as a publisher.

It should also serve as a "wake-up call" to many of you to stop procrastinating while looking for that last piece information you might think is missing. There will always be "more information" for sale and the ones selling the information will always make sure to make you feel like you absolutely, positively NEED it in order to succeed.

It's called marketing - deal with it! :-)

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## Meet Pavl

I tried to remember the exact time I met Pavl. Flipping through early emails we exchanged, it must have been mid 2007.

Pavl is this Polish dude who used to live in a - not so nice - suburb of Warsaw. He and his wife have since moved to a very cool little house in the country and left all the bad memories of living in a city like Warsaw behind.

We met through a mutual friend – Gaston, a guy from France.

Gaston and I love Harley Davidson Motorcycles and he talked about this awesome '45 HD Liberator that Pavl was driving.

During WWII, US troops left behind this amazing stock of kick ass motorcycles.

The Harleys were hidden throughout Poland – and they really didn't belong to anyone anymore. Well, they now belonged to the people that owned the barns they were stocked in.

I desperately wanted one of those classic bikes. Desperately!

A HD Liberator in tiptop shape. For a bike lover like myself, this was the ultimate ride.

Gaston and I decided to drive over to Warsaw and meet up with Pavl. He had some of these bikes for sale. Pavl turned out to be this hard-core engine mechanic.

His personal HD Liberator was a work of art and, for obvious reasons, he took a lot of pride in his work.

Pavl learned the skill from his dad but he had to make his living doing other stuff.

He worked in this gruesome factory (doing really unhealthy work) for literally peanuts. His paycheck used to be 350 EU/month (roughly \$500 USD).

He didn't complain but realized there were better options available. After we closed the deal on one of the Harleys, Pavl was very eager to learn what Gaston and I were doing for a living.

Gaston was (still is) running a Direct Response Marketing company just outside of Paris. He does really well - but he and his wife now also run a nice little stable of AdSense blogs :-)

When I talked about my "online marketing" ventures, Pavl's eyes lid up. "Do you think I can learn what you are doing? Is it hard?" –

the questions kept coming for the next full day. Pavl saw the opportunity and understood its potential.

At the time, I had completely abandoned my SERP scraping and search engine spammer "hobby" and had focused a lot on marketing info products.

With a little batch of sites "on the side" that were monetized with AdSense. I was already convinced by then that AdSense was not dead – and had built a couple of profitable blogs to prove it.

Pavl was rather persistent in wanting to learn the trade of online publisher but there was one - tiny - problem. His language.

Living in Europe, we all need to learn a little bit of the languages that are spoken in our neighbor countries.

German, French, English and some Spanish also comes in handy. Pavl, Gaston and I all spoke a different language.

I speak Flemish, Gaston speaks French and Pavl speaks Polish.

Not really helpful if you're trying to publish in the Internet's top language – English. Gaston and I speak English rather fluent; Pavl not so much. He could understand it, read it and write it to a certain extent – so that was somewhat ok.

I agreed to teach Pavl how to become an online publisher.

I explained how he would make his money (clicks on AdSense blocks) and made sure that he fully understood that this was not going to be hands-off but would require a decent amount of work.

Now – you have to understand that Poland used to be a communist country. People were used to take orders and walk inline without many liberties to “think” for themselves.

“Freedom of speech” was something very new to Polish people before the communist rule were overthrown in 1989 during the revolutions.

The communist mentality was still pretty much en-grained into the minds of most Polish people – they follow orders, no questions asked.

I certainly am not saying that communism is a good thing, but I'm sure it's one part of Pavl's mentality that made him so successful, so quickly.

He just did what I told him to do without asking why or going into an endless discussion about a topic he read about on some crappy IM forum.

He was 100% new to IM – but was a daily Internet user. He knew how to conduct Google research and even could build a plain and simple HTML site with MS FrontPage.

He owned one domain at the time where he put up web pages about Harley Davidson engines.

While he didn't speak English very well – he could type together a decent piece of content and run a spell checker to take out the typos he made.

I taught him keyword research (I let him use my Wordtracker account), showed him how

he needed to structure his content and how to paste together his blogs.

Wordpress was a revelation for him and he still doesn't understand why they are giving away that CMS for free :-)

I made absolutely sure he understood the concept of “**content + links**”.

He quickly grasped the difference between putting out awesome quality content and scraping some SERPS with an “automated” piece of software.

He got my idea behind building a real business and understood why short-term, “quick money schemes” were never going to give him the leverage (*read: freedom*) he was after.

Pavl started building blogs (on a crappy old Dell laptop) the same day Gaston and I left Warsaw. *(with the Liberator in the back of the van! Yay!)*

He never looked back and is still doing that SAME workflow I gave him back then. Of course there were some questions along the way and he did send me the occasional email with a few thingies he needed clarified.

The important thing is that those questions did not hold him back. He kept building, writing, promoting. He realized that this was his family's way out of a lousy situation. *Nothing could stop this dude!*

In his first month – Pavl build 5 blogs. In the second month, he received his first check from Google.

When he got the check, he called me on the phone. I don't remember ever hearing a guy this happy and excited.

He had very little spare money but he wanted to send his first AdSense earnings to me as a token of appreciation.

I told him to keep the money and use it to grow his publisher business. Ever since then, I get an email from him every single month. In the email, he mentions the exact amount he makes from his AdSense Publisher business month after month.

Every month, he thanks me again for teaching him what he needed to know to start and manage his online business.

Please note that 95% of Pavl's income is made from AdSense, a small 5% comes from the Amazon affiliate program.

He only uses Amazon as a secondary monetization method on his physical product blogs.

Pavl works on his business together with his wife – everyday for 8 hours. They start early – at 6AM. They have lunch for an hour between 12AM and 1PM and finish work at 3PM.

The rest of the day is spent relaxing and working on his motorbikes.

Today - Pavl's has developed a rather small but profitable collection of AdSense blogs. His last AdSense check was for a total amount of \$21,588.

A small fortune compared to the \$500/month he was making working at the factory.

He gets top rankings for most of his keywords and achieves those results pretty fast due to an excellent mix of prime content together with “Class A” backlinks.

Pavl and his wife now work from their home office in their renovated little house in the country, far away from the crowded city.

They enjoy what they do for a living and, very probably, are amongst the richest people in their little village.

All because of a little “coaching” but - more importantly – because of a lot of determination, focus and hard work.

I often tell him to test and swap out AdSense for certain CPA or affiliate offers to enhance his earnings. His reply: “Why mess with something that works?”

Pavl is not greedy and is very happy with the money he is making, he doesn't like to make changes. He's not into all the geeky stuff – he keeps things simple but consistent.

I did not spend the last 20 pages writing about marketers and publishers just for shits and giggles. I did not write down Pavl's story to show off, brag or make the page count bigger. I did these things for very specific reasons.

I wanted to put into context the fact that you don't need to be a marketer in order to make it online and start earning very decent income. You can do very well just by publishing simple blogs and monetizing them with AdSense.

It's not rocket science – you just have to follow the NanoContext plan, consistently take action and not get distracted with the “next big thing” that hits your inbox.

I also wanted to put into context the fact that, if a guy with zero experience, very little budget and a crappy old computer can walk away from his day job in three months – then so can you.

I'm pretty much convinced that your situation is better and less cluttered than Pavl's when he started his publishing business.

I need you to stop making excuses and start focusing – think about Pavl when you start to procrastinate or when the next “shiny, new opportunity” comes flying your way.

Right now, there's 2 things you can do:

- 1 - Close this document, go check your email and pick another one of the products that got pitched to you with the promise of “instant cash with no work”.

If you're still convinced that it is possible to build a sustainable business with no work, slap yourself hard - *seriously!*

OR

2 - Shut off all the noise and the hype, give yourself a break and step into my world - just like Pavl and Gaston did. I promise that NanoContext is not about becoming a "marketer" or having to learn all kinds of "geeky" stuff.

The learning curve to master NanoContext will be short and the rewards can be big (IF you work the plan). Profits are recurring and you don't need a PhD in English literature or marketing to succeed.

If you have tried other business models and it didn't work out as you'd hoped - NanoContext just might be your way to success (*finally!*)

Truth is, though - and I'm being completely honest (*maybe a little but blunt*) here. I only want people on board serious enough to make NanoContext work.

If you have no intention of following through with the set plan and you cringe when you hear me mentioning "work". Leave now, I beg you. If you're a whiner or a cry baby - don't bother clicking through to the next page.

Let's, for now, assume that you DO want to do the work and you ARE serious enough to get your AdSense Publisher business up and running fast.

[Go here and see if you qualify](#) - we'll speak soon...

--Peter Spaepen

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