How to Market Panic Away Online?

Important Update!

***-If you are going to use PPC advertising and in particular Google Adwords you must have your own web site with a unique URL. Your pages should offer new and original content to the user. Google wishes each advertiser to offer something of value to the customer and if you fail to do so you run the risk of having your campaign deactivated.***

**-Affiliates are not to use the word ‘SCAM’ to promote and sell Panic Away.**This marketing tactic of warning the reader of a hoax or scam in order to then sell the product backfires and is damaging to the brand and all affiliate sales

**1. Google Adwords, PPC advertising**

OK, so down to business. I am sure most of you are familiar with [Perry Marshalls Google Adwords techniques.](http://www.marketingwithadwords.com/)techniques that teaches how to create good campaigns on Google Adwords and how to get the best return for your money.

There has been some debate as to if this is still an effective way to market. I can say that it still works for affiliates of Panic Away. It is most powerful when an affiliate researches keywords that are less searched. The keywords that convert best for Panic Away are

***“PANIC ATTACKS”  
and  
“ANXIETY ATTACKS”***

These are keyword pillars so to speak. What you will find is that the biding is competitive on these two keywords so you need to do some work with the adwords ‘keyword tools’ to mine deeper and find less obvious keywords that are related. I cannot give you a list of these as that would annoy my affiliates who have done the work but I can say that you will find many such keywords that you can bid low for and that will convert nicely into sales for you.

Using Adwords or any other PPC method takes a bit of time and effort. Don’t give up too early, tweak the campaigns work with it. I assure you that it will generate good revenue for you if you do so. If you have not done so already I highly recommend you sign up for Perry Marshalls free 5 part email series [found here](http://www.marketingwithadwords.com/). (Again I do not make commission out of anything I recommend here)

**If you need me to place a PPC tracking code to track conversions then send the full code for a HTML pagewith your Clickbank nickname and I will do so ASAP.**[**Contact me here**](http://www.panicaway.com/affiliates/training/contact)

**2. Got your own site, blog or forum?**

If you are serious about a long term stable income from Panic Away you should look into placing content on a site of your own. One, it help you attract free traffic and two, it will help you pre sell the product.

There is two ways to approach this either a) place the free content I provide or b) write a review.

I am updating the articles you can place on your site all the time. [Find them here](http://www.panicaway.com/affiliates/training/content)

These articles are designed to attract search engine traffic while at the same time provide your visitors with quality information which hopefully then will encourage them to purchase the full course. I request that all articles are reproduced as they are with the proper authors bio at the end. The only thing you need to add is your affiliate link (hoplink) given to you by clickbank.

E.g. of ways people introduce my content on their site generally goes something like this.

*Those of you who are having problems with anxious thoughts might be interested in this article I found by Barry McDonagh, here it is etc…*

**Important : Please do not copy any of the testimonials from this site. The testimonies have only given permission to appear on PanicAway.com and not any where else.**

Lastly, feel free to place this video on your sales page. It will really help conversions!



The source code is here

<http://go.webvideoplayer.com/ats/DILQgzWOCbBrRcT7qu9K/>

**Free Video Give Away**

If you want to offer your visitors something special you can send them a free ‘Panic Away Video’ in return for them signing up to your newsletter list. It is a small sample to show the quality of the product. The code for the free video is available here. Place the code on your blog or website.

Visit this link:

<http://go.webvideoplayer.com/ats/rf0gmnx1YMsQdJV5tbBI24467/>

**Pre-selling…**

This is one of the techniques that works very well for my top affiliates.

So..

Review Panic Away. If you benefit from it write a review and post it to your site or blog with your affiliate link.

**Important**

**Be honest. Do not fabricate a false success story. People will see through it quickly. It damages your chance of making a sale and our reputation.**

Be harsh in the review if necessary, people want to hear what you didn’t like about the course as well as what you did like, so go ahead and tell them (and me) if there was something you feel could be improved.

For example

*“Don’t be fooled into thinking you can simply read the book in one sitting and get instant results. You have to apply what you learn and if you have had anxiety for many years this may take a little longer”*

If you are serious about Pre-selling and I really recommend you buy Chris McNeeneys Affiliate X Project. It is a short ebook (71 pages) but full great ideas on how to pre-sell and it will really advance your marketing skills in all areas.[www.affiliatesecretx.com](http://www.affiliatesecretx.com/)

**Free places to post**

Lastly you don’t always have to have your own site you can post your own articles or reviews to

[EzineArticles.com](http://www.ezinearticles.com/) & [GoArticles.com](http://www.goarticles.com/)

**Start a blog of your own**

Make a free blog with a site like Blogger.com. On your blog talk about the Panic Away program, then use a site like Pingomatic.com so your blog shows up in major search engines. Of Course have your affiliate link on this as well!

Also

Check out , PRweb.com. Post a review of the Panic Away Program with your link. You can also pay them $80 and they will make sure your Press Release is put on ALL major search engines.

Lastly, if you are experienced at Internet Marketing than you are well aware that the time and effort you invest is what you get out. All our top affiliates have made a commitment of time and effort and they get rewarded well for that in terms of sales generated.

Please get in touch if you have any questions or need help. This is a partnership, helping each other is the way to greater benefit for all.