The 2-Minute One Product, One Solution AdWords™ Worksheet

Buyers have a predictable process they go through when making a decision. It starts with identifying a gap between where they are and where they want to be. A problem possibly in need of a solution. ("problem" is a catch-all term – it can be "good" or "bad")

This worksheet narrows your focus to your specific problem/solution niches so the AdWords™ advertising platform can deliver immediate results. We view Google search as a problem-solving tool. We know this because Google search queries that begin with *"How do I…?"* or *"What are…?"* are increasing, especially in complex B2B sales.

To use this worksheet, start with Question 1 and work quickly through to the end. Speed is more important than accuracy.

1. What are 4 problems that your company solves? (in any order - the list isn't meant to be exhaustive)	1. 2. 3. 4.
2. Pick one of the 4 problems listed in #1	*
3. What are 3 ways your company solves this problem?	1. 2. 3.
4. What are 4 phrases your Buyer might use to find out more about the Problem listed in Step 2.	1. 2. 3. 4.
5. Do a quick Google Search for the second phrase listed in step 4. Scroll to the bottom of the results and make a list of the *"Searches Related to _____"* suggestions that fit your company's solutions.	* * * *

The goal of the exercise is to narrow your focus to a single Campaign and an Ad Group of keyword phrases and ads. Box 5 should hold a set of very specific search phrases that users are searching for right now. With this focus, you can design an ad group and a landing page with content valuable to that searcher, getting an email address in return.

AdWords™ for complex B2B lead generation works best in niches. Asking AdWords™ to build your brand is too much to start with. Advertising a single product/offering that solves a single problem generates immediate results. It will steadily generate activity that will inform and fit your Cost Per Lead and Cost Per Acquisition targets.

Call with questions.

SAMPLE

... important than accuracy to start.

1. What are 4 problems that your company solves? (in any order - the list isn't meant to be exhaustive)	1. SPENDING TOO MUCH FOR LEADS 2. CLOSE RATES ARE LOW 3. SALES PROCESS IS TOO LONG 4. IT'S HARD TO TELL WHAT'S WORKING
2. Pick one of the 4 problems listed in #1	* CLOSE RATES ARE LOW
3. What are 3 ways your company solves this problem?	1. LEAD ANALYSIS 2. SALES TRAINING 3. AUTOMATE SELLING ACTIVITY
4. What are 4 phrases your Buyer might use to find out more about the Problem listed in Step 2.	1. HOW TO INCREASE CLOSE RATES 2. BEST TRAING FOR SALES REPS 3. AVERAGE CLOSE RATES BY INDUSTRY 4. BEST CLOSING TECHNIQUES.
5. Do a quick Google Search for the second phrase listed in step 4. Scroll to the bottom of the results and make a list of the "Searches Related to _____" suggestions that fit your company's solutions.	* SALES TRAING EXERCISES * SALES TEAM TRAINING IDEAS * TYPES OF SALES TRAINING METHODS * TRAINING TOPICS FOR SALES TEAM

The goal of the exercise is to narrow your focus to a single Campaign and an Ad Group PDF OF SOME
of keyword phrases and ads inside that Campaign. SALES CLOSING EXERCISES FEAT. ADULT LEARNING

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