



EXECUTIVE SUMMARY

June 2009

Perry Marshall, The Wizard of Google Adwords

<http://www.PerryMarshall.com>

Highlights:

- Turning point: Made a decision while unhappy in his last job for someone else that he didn't want anybody else to put him in a position where he had no choices
- Asked trusted advisors what to do, they all said take the stock option money and run! He left corporate American the month after 9/11. It seemed terrible timing.
- Made a list of 12 different 'hats' he could wear to be useful as a consultant and made a plan. Stepping out into the void, he replaced his income in 19 days.
- When leaving employment by choice or otherwise, calm your emotions and make a list, realize how much you have to offer and that at least one door will lead to opportunity. Writing it down and getting it out of your head is essential.
- Crowning achievement: Understanding, applying, and teaching the 80/20 principle. It's a clearly predictive and profound model for better results. Find the leverage in your business. Tiny hinges swing huge doors.
- Single biggest mistake: Getting into an emotional affair that could have led to an actual affair if a friend hadn't gotten in his face. A big mess to deal with and clean up, but led to much healing and self-understanding. Learned the value of real honest friendships.
- Ideal target audience:
 - Business: Small entrepreneur with a website who needs more traffic, ideally if you know people are searching for your product/service and finding your competitors and not you. Specialty is Google advertising.
 - Real friends: The defining statement about human relationships in ancient literature is in the Adam & Eve story. Before: "They were naked and not ashamed." After: Life became about covering things up. Real friendship means you can be emotionally/psychologically naked & not ashamed. Transparency that is completely trustworthy. Be sure you're able to be 'naked' with yourself first.
- Google Adwords lets the market tell you things that you would never know, like what to title a book. Why guess if you can test.
- Big ideas: The unlimited traffic technique – If you are a little better at converting a visitor to a dollar, then you get to be king of the hill in your market & pick the customers you want. Winning has an accelerating or upward spiral effect. Eventually the other guy can't catch up. Google was a little better than competitors, and now dominates search.
- You don't need quantum differences. Look for the slight cracks & take advantage.



- Rituals:
 - Take time everyday to pray, meditate, & check in with the Head Office
 - Every morning make personal connection with every member of the family
 - Morning is best time of the day for him to write. Trust the ideas you get in the shower, build relationships with your list, each email is one more thread drawing you closer to your audience
- Giving:
 - Perry's wife, Laura, is a gifted giver. She prevailed on Perry to give the agreed percentage off the gross, not the net. Although he resisted at first, it's what they now do, and the business continues to be blessed with growth.
 - Early in their marriage they established a Discretionary Giving Fund, which was a little extra set aside to be available when a special need showed up. The amount in that fund has grown exponentially and is one of the most joyous things in their life now.
 - The last chapter in his book, *Ultimate Guide to Google Adwords*, is the story of meeting an entrepreneur in Kenya who started his business on a \$150 micro-loan. He realized that gov't and charities aren't the answer. Entrepreneurs are the answer to poverty.
- What would he have done differently? Would have kept in closer contact to mentors & do what they told him to do faster. It's more and faster feedback loops.

Top 3 Takeaways:

- ALEX:**
1. 9/11 was also a turning point for Alex to turn to doing teleseminars because people weren't traveling to live events. Look for ways to turn the changing environment to your new opportunity.
 2. Every time he needed to calm himself down, he wrote down a list. Now it's physical, and magical things happen.
 3. Google Adwords requires both a logical mindset and a copywriting mindset. Perry has both with his engineering & copywriting expertise.

- PERRY:**
1. Get *The 80/20 Principle* by Richard Koch. Totally transformed his thinking about many things.
 2. Learn to stack 80/20 truths on top of each other for more and more leverage.
 3. Squeeze all the juice that you can out of big stupid mistakes. Be willing to talk about your big mistakes, to help other people facing the same thing.