

Howie Jacobson, PhD Biography



Howie Jacobson, PhD, author of *AdWords For Dummies*, has been an Internet marketing strategist since 1999. He specializes in helping clients use Google AdWords to grow their businesses. Due to the fact that he was forced to study statistical methods in graduate school, Jacobson took to direct marketing as soon as he tripped over it in 2001.

He is the creator of *Leads into Gold*, a home study course that teaches small business owners how to become their own direct marketing agencies. He is also co-creator of the home study course, *Internet Marketing for Smart Beginners*.

Jacobson has presented at Internet marketing workshops and seminars around the world. He is a regular contributor to HorsesMouth.com, a performance-improvement site for financial advisors, as well as a former writer for Vault.com. He leads telephone seminars on beginner and advanced AdWords topics, and provides coaching and support for individuals and groups, privately and through his Ring of Fire membership.

Jacobson's clients include Bregman Partners, the Avoca Group, the Center for Creative Leadership, Blow Molded Specialties, Poly-D Corporation, SaveFuel Canada, Carolina Broadcasting & Publishing, People's Bank, VNR, Piranha Marketing, and the Monkey Bar Gymnasium.

Jacobson began his career as a schoolteacher. He learned through trial by fire how to be engaging, clear, and entertaining while providing value and motivating results. He is also a business coach and trainer, skilled in helping clients turn learning into action.

Jacobson combines his marketing expertise with his background in and passion for health and fitness at FitFam.com, a resource for parents struggling to raise fit and healthy kids in a crazy-busy world.

He lives in Durham, North Carolina with his wife, two kids, big goofy dog, and 3-legged rat.

Howie Jacobson Interview Topics

Why People Hire Me Even Though I'm Dumber than Dice: The Power of Testing and Tracking

Juggling Your Way to AdWords Profitability (7 ways AdWords is like learning to juggle)

The 5 Keys to Online Marketing Success, No Matter What Your Business

The 7 Costly AdWords Mistakes Even Pros Make

Instead of Cold Calling: Get Your Prospects to Chase You (for service businesses and independent professionals) (the fundamentals of direct marketing)

Testimonial Farming: How to Use the Genuine Delight of Your Customers to Grow Your Business

Today Google AdWords, Tomorrow the World: How to Cheaply and Quickly Fail Your Way to Success

How to Read Minds: The Power of Keyword Research

Video on the Web: How to Lose Your Shirt and Have a Lousy Time Doing It (or, how to use technology strategically)

Building the Know-Like-Trust Bridge with Email (how to NOT be a spammer)

Your Web Site: A Giant Objection Factory (what prospects are looking for on your site)

Once Upon a Web Site: Connecting with Your Prospect's Story (using narrative rather than hard selling)

Turning Clicks into Clink: Landing Page Strategies (how to engage prospects in 7 seconds or less)

A White Paper of One's Own: The Most Powerful B2B Marketing Tool Dissected and Put Back Together

You're On the Kiss-Cam: How to Turn Every Customer Interaction into a Sales Call

Managing the Odd Couple: How Business Development and Operations Can Work Together Instead of Curse Each Other

Suggested Interview Questions for Howie Jacobson

What is this AdWords thing and why should anyone care about it?

Who should and shouldn't be using AdWords?

Can AdWords work for local businesses?

What are keywords, and how can advertisers identify the right ones to bid on?

What are some tips for writing an effective ad?

Should advertisers use image and video ads, or are text ads best?

What are the most common beginner's mistakes that can doom an AdWords campaign?

What is AdSense, and should advertisers be using it?

Where's the best place to send AdWords visitors – to a home page, or another type of page?

What's the most important goal of a web site?

What can advertisers do if their bid prices are too high?

What are some techniques for improving AdWords campaigns over time?

How can advertisers stay in touch with their prospects via email without becoming spammers?

How many seas must a white dove sail before she sleeps in the sand?

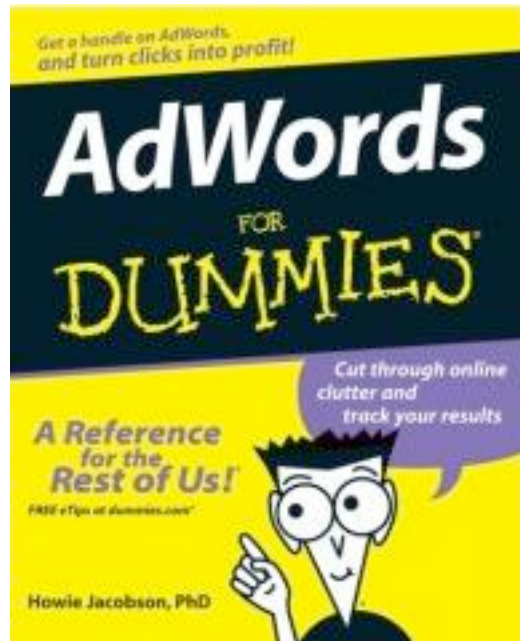
AdWords For Dummies: What's in the Book?

AdWords For Dummies is changing the way businesses market - online and off. Current AdWords advertisers are getting smarter, and entrepreneurs large and small are starting to realize the power of AdWords to deliver hungry visitors to their sites - and their stores.

Part I: Becoming a Google Advertiser

Before you drive your AdWords vehicle to success, let's get you pointed in the right direction. Forget everything you learned about marketing in business school, and understand that AdWords is fundamentally a direct-marketing medium. You'll discover what that means, and how it differs from the brand advertising that we see all around us, and how to play the direct-marketing game to win.

Once you're oriented and pointed toward success you learn how to start your engine - first with training wheels if you wish (with the simple Starter Edition), then with the full-featured and powerful Standard Edition.



Part II: Launching Your AdWords Campaign

The two bricks of your AdWords campaign (to switch metaphors abruptly) are keywords and ads. Before you activate your first campaign, meet the single most important element of AdWords (actually, of just about all online marketing): choosing the right keywords. Discover how to do this using various online research tools and methods, most of which are quick, free, and easy.

Next you master the ads themselves. Since AdWords is the most competitive advertising space in existence (slapping your ad in the middle of 20 others offering more or less the same thing), you must deploy advanced strategies for creating compelling, action-triggering ads. Otherwise no Web traffic, no leads, no money. The book starts with text ads, since they are the most common and (in their simplicity) provide the best opportunity to illustrate direct-marketing principles. It also covers image ads, video ads, and local business ads connected to Google Maps.

Part III: Managing Your AdWords Campaigns

Keywords and ads are the bricks. If you hired a contractor to build you a house and they just dropped a dump truck full of bricks on your empty lot, you wouldn't be happy. The chapters in this part give you the blueprints to turn your bricks

into a sound and effective structure, and the tools to build and maintain it. You'll learn how to structure campaigns and ad groups, manage keyword bids, and target the right traffic.

Part IV: Converting Clicks to Click

This is my favorite part of the whole book, the part where my family dragged me away from my keyboard as I kicked and screamed, "Wait, I haven't told them about live chat yet." Once you've set up your campaigns and paid for visitors to your Web site, you learn how to use lead-generating magnets to collect contact information from visitors - and to use e-mail to stay in touch and build a relationship. You'll discover Web site strategies to extract maximum value from each visitor.

Part V: Testing Your Strategies and Tracking Your Results

Actually, this is my favorite part of the whole book (okay, my other favorite) because it shows you how to fail your way to success inexpensively, quickly, and predictably. When you test multiple approaches, one is almost always better than the other. As long as you keep testing properly and paying attention to the results, you can't help but achieve constant incremental (and sometimes enormous) improvement in your profitability.

Part VI: The Part of Tens

Part of my hazing in the For Dummies fraternity included creating four top-ten lists that will, alas, never make their way onto Letterman. They include useful tools, beginners' mistakes you want your competitors to make instead of you, tips for writing great ads, and case studies that bring the principles of the book to life. The Part of Tens is a resource you can use whenever you're stuck, except for wedding toasts and term papers about the causes of World War I.

Press Coverage for Howie Jacobson, PhD

Quoted in *Entrepreneur Magazine*, November 2008, p. 77.

Articles in *Networking Times Magazine*:

“Finding Profitable Markets” – May/June 2008

“What are the Magic Words” – January/February 2008

Featured on Entrepreneur Radio’s Ebiz Show

<http://www.wsradio.com/ebizshow/july2004.htm>

Guest on Tony Parinello’s *Selling Across America* internet radio show.

Guest columnist for the human resources Web site vault.com

http://www.vault.com/nr/printable.jsp?ch_id=402&article_id=6491492&print=1

Interviewed for Bloomberg Radio by Peter Schacknow on helping organizations learn and change.

Co-authored a feature article in the August 2000 issue of *Training* magazine, titled “Yes You Can Measure the Business Results of Training.”

Co-authored an article in *Executive Talent* journal, (Vol. 2, Issue 1, Spring 2001), titled “Pointing New Movers in the Right Direction.”

Regular columnist for the performance improvement site for financial advisors, HorsesMouth.com, and a frequently contributor to the entrepreneur’s resource, RoundOne.com.

Wrote article for the *Ubiquity* Information Technology journal titled “A Grand Role for IT,” which is available online at

http://www.acm.org/ubiquity/views/h_jacobson_1.html

What People are Saying...

“Best AdWords book...”

"This is the **best AdWords book** I have seen in a long time. Great job with the step-by-step documentation!

"From the novice to the expert, there is something to be learned or re-learned in this book."

David Bullock, Conversion and Taguchi Advertising Optimization Consultant
DavidBullock.com

“A razor-sharp marketer...”

"Howie has the skills and experience to diagnose Google campaigns, invent sales hooks, magnetize web pages, generate sales leads and build ongoing relationships with online customers. He's a **razor-sharp marketer** with a tremendously resourceful mind and a wide grasp of marketing and advertising."

Perry Marshall
Perry S. Marshall & Associates

“A real expert...”

"There are Pretend Experts and Real Experts. Howie Jacobson is **one of those Real Internet Experts** who can connect with anyone, at any level of online competency."

Bill Glazer
Director, Glazer-Kennedy Inner Circle

“A great talk show guest...”

"Howie's clear voice, quick wit, and ability to stay on topic make him an excellent guest on any TV or radio show. Howie comes across as the humble expert who answers questions without inflating numbers, and he has the **insight and knowledge to give the audience exactly what they want**. Spend five minutes on the phone with him and you'll know you have a great guest for your next show."

Rob Goyette
President, Vaelos LC

“A rare AdWords educator...”

"There are 3 extremely rare things to find in an AdWords educator ... (1) **fresh & interesting** material, applicable to both beginners & experts; (2) a **clear and meaningful** presentation & (3) a **humorous & entertaining presentation style** which keeps you awake long enough to actually DO something with what you've learned. Howie's the man if you want all 3!"

Glenn Livingston, Ph.D.
President, The Livingston Group

“... Highly organized, research-based, and humorous teaching style...”

"On my summer to-do list, I wrote, 'Google AdWords,' with the goal of being up and running by the end of August. When I saw the announcement for your teleseminar, I signed up immediately. It was exactly what I needed! **Your highly organized, research-based, and humorous teaching style** was perfect for this subject. Thanks for providing a needed kick in the pants, and giving your listeners exactly what they need to get moving, fast."

Marshall Miller
Co-author, *I Love Female Orgasm: An Extraordinary Orgasm Guide*

“The Smartest Direct Marketer I know...”

“I've known Howie for five years now, and he's the **smartest direct marketer** I know. He's also extremely funny...”

Michael Katz

President, Blue Penguin Development, and author of *It Sure Beats Working*

“An encyclopedia of marketing ideas...”

“Howie Jacobson is like **an encyclopedia of marketing ideas** - no matter what you come up with, he's got more resources for you.”

Sunny Hills

BizBuild.com

“Piercing intelligence and amazing creativity...”

“I've known Howie Jacobson for over 20 years, have used Howie's talents on many of my startups, and **I can't imagine launching anything new without engaging Howie** in a deep and meaningful way.

“Howie has this remarkable combination of piercing intelligence and amazing creativity to think expansively about a problem from all different directions.

Danny Warshay

President, DEW Ventures

“A rare combination...”

“In fifteen minutes, he understood the core of my business so well he pinpointed my most valuable asset, and showed me exactly the business model that would suit me. I was floored. In an hour, **Howie identified my 5 hottest markets, he showed me over 20 techniques to reach them.** He also pointed out the time-wasters I wasn't seeing.

“Howie intuitively understands the flow of money: how people sell and why they buy. **He gets business, he gets marketing, and he gets people** - it's a rare combination. Howie gave me a game plan, tailored to my strengths, that can double my income. My horizons are suddenly wide open.”

Ann Convery

President, Speak Your Business™

“One tip immediately brought in more inbound calls...”

“Howie, **I opened your book randomly to one page**, saw an idea you had about adding ‘24 hours a day, 7 days a week’ to my site... I added that to the top of my site masthead next to my phone numbers and am **already seeing more inbound calls...** Thanks for that.”

Ari Galper

President, Unlock the Game

“Awesome... a complete course in Internet-based direct marketing...”

“*AdWords For Dummies* is awesome and not only covers the ‘tools’ aspects of AdWords, but also the strategy and finer points of direct response marketing. The book is **a complete course in Internet-based direct marketing** and offers a very thorough training in AdWords as a bonus.

“Even as recently as three years ago, you couldn't have put your hands on information like this for less than \$5,000. It's amazing it's now available for just \$24.99.”

Ken McCarthy

Chief Instructor, The System Seminar