



What is it?

PPC Classroom 3.0 is the next generation of Pay Per Click training from Lurn, Inc.

This comprehensive e-learning suite includes not only coursework – but the tools, community, support and added edge that entrepreneurs need to make PPC work for them.

What Does it Look Like?

Here's what PPC Classroom 3.0 will look like to students:



This is the main page that students will see when logged in. We'll touch on each of the main tabs as we cover other areas of the application.

What Makes It Different from Everything Else Out There?

Well, for starters, it's TESTED. Over 7,000 students have taken PPC Classroom for a run and the results were amazing. But, we had a lot to learn...

The good thing about 7,000 students is that you get feedback really FAST about how to improve the course...

- The course is streamlined and SIMPLER...
- More videos, Better Explanation
- The eLearning technology is MUCH better!
- More coaches, More experts...
- An ACTIVE community...





Fully Integrated Tools

- **Ads Creator** - Suggesting ads for core keywords by searching competitor ads in various search engines (Google, Yahoo and MSN), also suggesting most useful headlines, description lines and action words to make ad writing process more simpler.
- **Ads Manager** - Ads management tool for manage and export entire list of ads created by users from Ad creator or manually.
- **Permutator** - Allows you to generate a large number of keyword phrases based on permutations of keywords. This tool is able to permute multiple key phrases at a time and create various number of unique long tail keywords.
- **Keywords Suggestion** - Providing more suggestions for particular search query/phrases, suggestion tool works with Keyword Country's API, it will connect to their server for each new query (2nd query will be generated through DB).
- **Keywords Grouper** - Keyword Grouper breaks up keyword list into groups of related terms, It will pars the provided data, searching the density of each keyword, cross checking their synonyms in integrated dictionary and group it in to various ad groups as per the density and relevancy.
- **Campaign Builder** - Creating PPC campaigns structure of major search engines like Adwords, YSM and MSN Adcenter in few minutes. currently we are working on this tool.
- **And More...!**

Testimonials



**"Real Students...
Real Results!"**



Bryan Chan: \$1,213 A Day...

Henry Tan: \$23,703 Per Month...



Peter Dunbar: \$1,107,845 A Year...

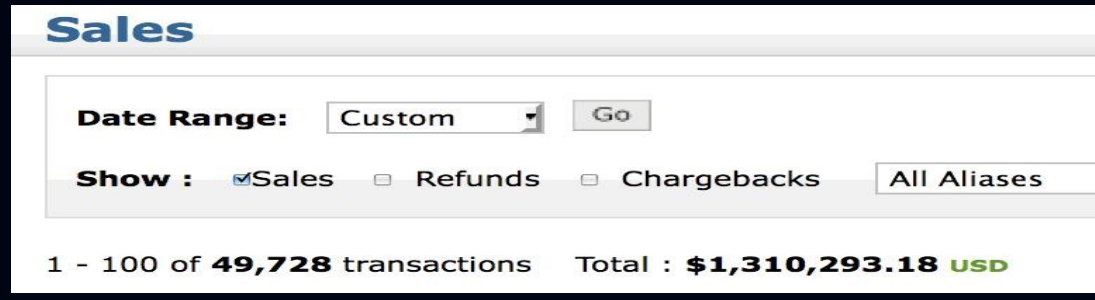
"Truly cutting-edge material. PPC Classroom Is THE GOLD STANDARD in PPC/ Affiliate marketing education. As a former Google AdWords employee, I know no other course stays as current, nor has produced as many affiliate marketing commissions for students."

- Simon Leung, Google AdWords Insider
Santa Clara, CA

Testimonials

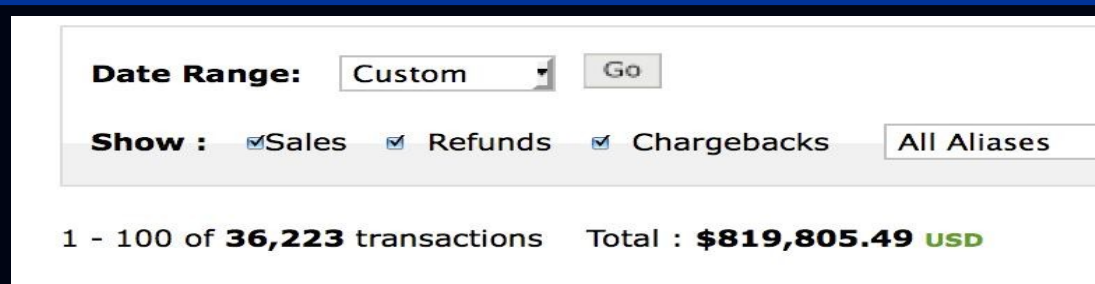


From Dead Broke...
To AmEx Black Card Carrying
"Underground" Super Affiliate



(That's just one of his accounts!)

Another?



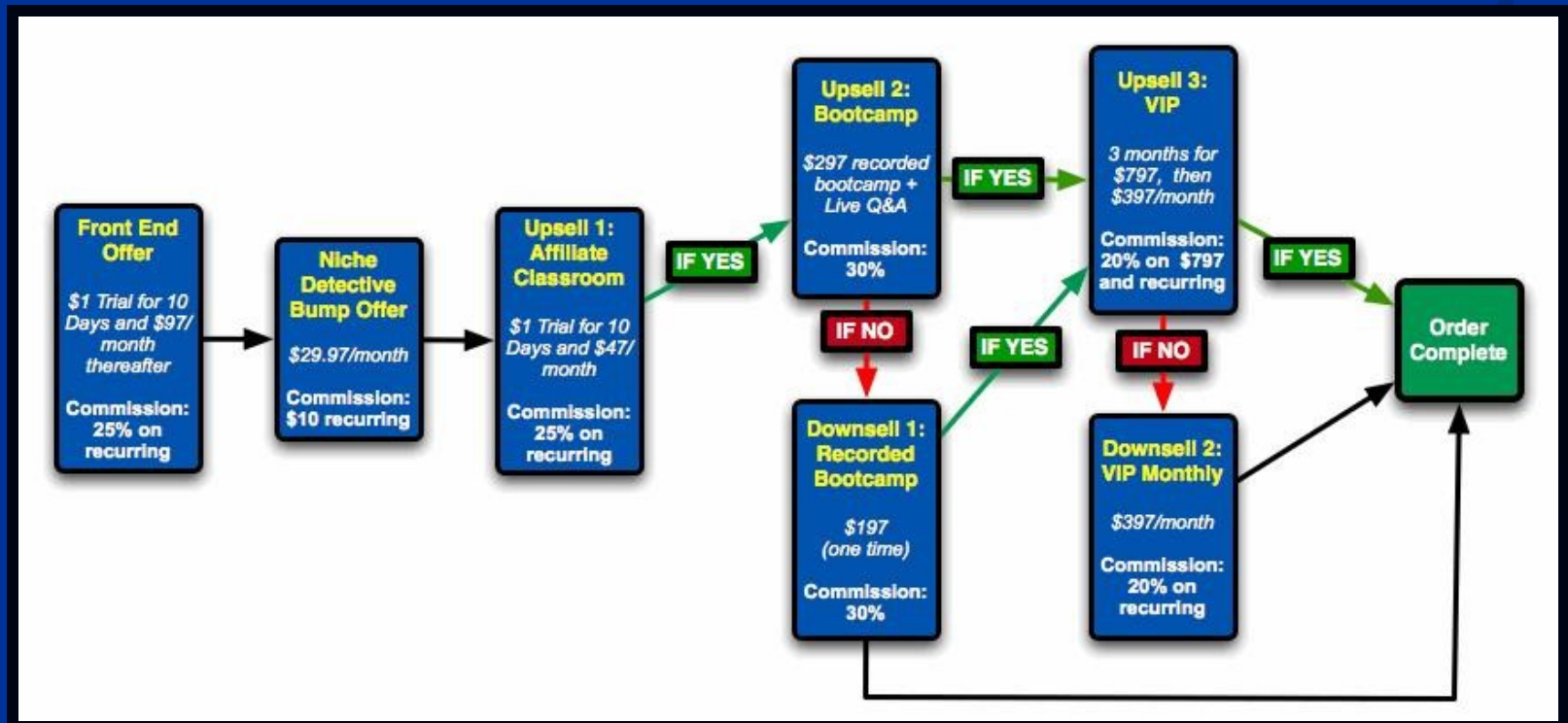
(Sure, those are his big accounts, a few "small ones" add up nicely too!)



Amit & his AmEx Black Card

How Much Do I Earn On The Upsells?

- Before you read this, understand one thing please. This is not like any other launch you may be used to promoting. We're not a clickbank ebook or just a "home delivery" course. This course is an entire SYSTEM.
- We have staff backing it, lots of staff. We also have EXPERTS on our coaching staff. These experts make a lot of money, so you can imagine what we have to pay.
- Because of all of this, our expenses are really high, but so are the results our students get and the CONVERSIONS you get on promoting the offer.
- At first glance some of the commissions may seem unusual compared to what you're used to getting, but there is a reason for that. We have to account for the expenses we incur.



How Much Do I Earn On The Upsells?

We will have two processes for all users who will be new to PPC Classroom – one for non-Affiliate Classroom 2 members and one for Affiliate Classroom 2 members:

Process 1: New Students (No AC2 relationship)

Position	Offer Title	Cost / Terms	Affiliate Commissions
Sales page/Front end offer	PPC 3	\$1 Trial for 10 Days and \$97/month thereafter	\$0 on the \$1, then 25% recurring
Bump	Niche Detective	\$29.97/month	\$10 recurring
Upsell 1	Affiliate Classroom	\$1 10 day trial - \$47/month thereafter with PPC Membership (\$97/month without PPC Membership)	\$0 on the \$1, then 25%
Upsell 2	Bootcamp	\$297 – Coaches each record setting up a campaign from beginning & a Live Q&A webinar	30% commission
Upsell 3	VIP – 3 Months	\$797 for 3 months - \$397/month thereafter	20% commission on \$797 and recurring
Downsell 1	Bootcamp recorded	\$197 – Recorded Q&As and Coach campaign recordings	30% commission
Downsell 2	VIP – Monthly	\$397/month	20% commission recurring

Note: If PPCC members do not accept Upsell 1 or do not already have paid AC2 relationships, all PPC Classroom members (new and PPC2 migrated members) need to be enrolled as Free Members in Affiliate Classroom.

How Much Do I Earn On The Upsells?

Process 2: Existing AC2 students without a PPC relationship

Position	Offer Title	Cost / Terms	Affiliate Commissions
Front End Offer	PPC 3	\$1 Trial for 10 Days and \$47/month thereafter(<i>\$97/month without the AC relationship</i>)	\$0 on the \$1 and 25% recurring
Bump	Niche Detective	\$29.97/month	\$10 recurring
Upsell 1	Bootcamp	\$297	30% commission
Upsell2	VIP – 3 Months	\$797 for 3 months - \$397/month thereafter	20% commission on \$797 and recurring
Downsell 1	Bootcamp recorded	\$197	30% commission
Downsell 2	VIP – Monthly	\$397/month	20% commission recurring

PPC Classroom 3.0 JV Links

Check out the Pre-Launch prizes here:

[JV Pre-Launch Prizes](#)

Check out the JV Blog for latest updates:

[JV Blog](#)

For Commission information go here:

[JV Commission Info](#)

