



“Pay Per Click Marketing Is Now A Mature Industry ... Do You Have What It Takes To Succeed?”

There's a good reason why you have downloaded this form. Either you are already advertising on PPC engines and not seeing the results you want. Or you haven't even gotten started and are overwhelmed by the amount of work & information involved.

Rachit Dayal has managed over S\$60,000 of PPC advertising and seen S\$300,000 of sales result from those. He can help you with your PPC marketing challenges either in short strategy sessions or in longer service agreements. For existing advertisers, we will hold a 30 minute session where we can go through your AdWords performance together and find ways to make more money out of it. For new advertisers we will do a more in-depth 60 minute session which includes competitors research and basic keyword, industry analysis.

Here's How It Works:

Preparation: Fill out this form, scan it and email it to info@rachitdayal.com. If you're an existing advertiser, someone from Mr Dayal's office will contact you to obtain the login information .

Scheduling: Indicate a range of time & date on the form. And Mr Dayal will respond with an appropriate time for him to visit your office for the session.

Qualification: Mr Dayal has a demanding schedule and new clients are selected on a limited basis. If he feels that your business is outside his area of expertise, then he will decline any further consultations and recommend other resources to you.

Focus: This will be a dense, prepared session based on your current situation. You will not be “strung along” in a thinly disguised sales pitch for consultation services.

Fee: The 60 Minute Review costs S\$595. The 30 Minute Review costs S\$298. The fee will be credited back to you in any future consulting work. Payment will be accepted via Singapore cheque at the beginning of any meeting.

Marketing Services Application

I am an existing advertiser and want a 30 Minute PPC Review Session for S\$298

I am a non-advertiser and want a 60 Minute PPC Review Session for S\$595

Name:	Email:
Company:	Title:
Website:	Phone:
Address:	City, State, Country, Zip:

Marketing Background Questionnaire

(All the information you provide will be kept confidential)

Briefly describe your company, industries & markets served

What are the primary products/services sold & what is the sales volume?

Do You Already Advertise on PPC engines? If so, which ones?

List the web URLs of your top competitors and industry leaders (60 minute session only)

Summarize your experience to date with the profitability of PPC advertising

When would you like our Tactical Review Session (please indicate three time slots during normal business hours in the next 14 days).

Choice 1: _____

Choice 2: _____

Choice 3: _____

Fill out this form, scan it and email it to info@rachitdayal.com. You may also snail mail it if you like along with any supporting marketing materials and documents that may be useful.