

Subject line: Tu veut gagner les millions?

Hi {!firstname_fix},

During the summer of 2000, the French launched their version of “Who wants to be a millionaire?”

It was called, “Qui veut gagner des millions?” ... and everyone was talking about it.

(“Millions” because the prize was 4m francs – roughly £400,000.)

My German girlfriend and I used to sit on the sofa and guess at the answers.

And, despite our ropey French, we could get most of them right. But where we fell down was on local knowledge.

Questions about French celebrities, culture or politics would cause us problems ... even with the help of the lifelines - “le cinquante-cinquante”, “l'appel à un ami,” or “l'avis du public” - we'd struggle to get by.

So, while we could answer general knowledge. When it comes to detailed knowledge, there's simply no substitute for being steeped in a subject.

And it's the same with Google Ads. You can read a book, learn the basics, set up a campaign and often make a profit.

But, that'll only get you to the equivalent of the 20,000FF or 40,000FF question. If you want to get to the millions, you need a specialist on your team.

So, if you're doing well with AdWords and wonder how much better you could be doing, why not ask me to audit your account?

You can find out the details here:

All the best,

Steve Gibson

PS One thing I noticed was that, on French TV, contestants would often swear when they got eliminated. No-one batted an eyelid ...

“Pierre, you said, ‘Georges Pompidou.’ The correct answer was ‘Maurice Couve de Murville’.”

“Putain!”

“Thank you for playing...”