

Be seen by potential customers at the exact moment they're looking for you. Follow the steps below to set up your AdWords account.

1 Go to google.com/adwords

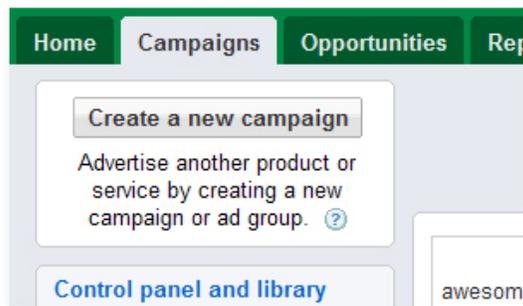
2 Create your AdWords account

- If you have an existing Google account, simply sign in.
- If you don't have an existing Google account, enter a valid email address and password to create a new account. You will be sent a verification email.

3 Select your **time zone** and the **currency** you'll use to pay for your ads

4 Create your first ad campaign

- Go to the **Campaigns** tab.
- Click on the **Create a new campaign** button on the top left.
- Follow the guided steps to create your first campaign. For help visit google.com/adwords/signuptips.



5 Activate your account

Because Google AdWords is a paid service, you'll need to provide billing information and set budget limits before your account can be activated.

- Choose your payment method
 1. Use Prepay to pay for your advertising ahead of time, and we'll notify you when your balance runs low.
 2. Use Postpay, and we'll bill you when you reach your limit, or after 30 days—whenever comes first.
- Enter your billing information.
- Agree to the AdWords terms and conditions.
- Click **Save and Activate**.

Remember, with Google AdWords, you're in control. Reach customers worldwide – and pay only when they click on your ad.