

:: CPA PROFIT STORM ::

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WHAT IS THE CPA PROFIT STORM ?

What exactly does CPA stand for? It's simply **COST PER ACTION**. You are paid whenever someone completes an offer whether it is a sale or lead using your referral link. There are many CPA companies available to choose from, each having dozens or even hundreds offers.

It's never been easier to make money with CPA. Throughout this report I'll let you know to a variety of techniques and strategies that you can use to profit substantially from CPA bussiness. These are all strategies that I have personally used to make money online with CPA offers.

Upon completing the reading of this eBook you will have a clear understanding of what it takes to profit from CPA offers, and will be able to get started promoting.

When you join a CPA company what you're basically doing is aiding that company in promoting the advertisers that have registered with that company to have their product or service promoted.

It's possible you've completed CPA offers in the past and didn't realize that you were literally giving the person money just from you downloading a software application, or



inputting your zip code or email address into a form. It's really amazing that something as simple as entering your email address into a form with one field can result in being paid up to \$1.50 in most cases.

CPA companies usually break down their service into two common categories.

#1. Publishers.

As noted, the Advertisers have their company listed with the CPA Company's database, so now it is available for the Publishers to start promoting. The Publishers are the promoters. You will be the Publisher, as you will be promoting the offers listed within the CPA Company's database by the Advertisers.

#2. Advertisers.

These are the companies that have paid the CPA Company to promote their product. In most cases they have pre-paid a deposit to have their product or service promoted. Once the deposit is made and the offer goes live within the CPA Company's database, it is made available for the second category.

That's basically how the CPA networks work. You have the Publishers and Advertisers.



It's also important to note that some CPA offers will have restrictions, so all the methods that will be mentioned in this report may not apply to each offer that is available. For example, some offers maybe restricted to being promoted via email only, while others maybe for web and search only, etc.

You'll have the option as a Publisher to go through and select the offers that meet your specifications in terms of mode of promotion.

When an advertiser has setup their offer, they have the option of selecting the modes of promotion that they allow for their offer. Email only offers are primarily for those who have newsletters and a mailing list to promote the advertiser's offers. While web is for the on-site banner placement, and search is mainly for those advertising through pay per click search engines.

When you join the various CPA networks you'll realize that some offers will be available in more than one CPA network. For example, CPA Network A, may have the same offer as CPA Network B. The difference between the two offers maybe the payout that one network is offering. That's why it is important that you join more than one CPA network. Don't put all your eggs in one basket.



You need to join as many networks as possible, so you can review all the offers available in each network and select the one that is paying the most for the offer you would like to promote.

In the next section, I'll be introducing you to a step-by-step approach to getting accepted into the CPA Networks.

HOW TO EASILY GETTING ACCEPTED IN EVERY CPA NETWORK

Before you apply to any CPA Network is very important that you have a clear understanding of how you will be promoting the offers available within the CPA Network. Most networks like to work with seasoned veterans within the marketing industry, so it's going to be important that you do not appear to be a newbie when it comes to marketing. You'll need to understand certain basic concepts.

When you review an application form for a CPA network, you'll find a listing of the types of promotion that you can select from as your means of promoting the offers. See image below for example :



Publishing Info	
Publisher Type:	<input checked="" type="radio"/> Business or Individual <input type="radio"/> Advertising Network » More Info
Please Select Your Publishing Channels:	<input type="checkbox"/> Display - Banners <input type="checkbox"/> Display - Pop-ups/Pop-unders <input type="checkbox"/> Display - Text Links <input type="checkbox"/> Search - PPC <input type="checkbox"/> Search - SEO <input type="checkbox"/> Email - Standalone <input type="checkbox"/> Email - Newsletter
Primary Publishing Channel:	Select One ▼
How Do You Plan to Promote Hydra Network Campaigns:	<input type="text"/>

Upon analyzing the screenshot above it shows the modes of publishing mode that are accepted by most CPA networks. You have the option for banner displays, pop ups, text links, PPC, SEO, stand alone emails and newsletter advertising.

You will have to decide which option you'll be using to promote the CPA offers. Since at this stage it's possible that you do not know which mode you'll be using, I think it's always best to select "Banners", "Text Links", and "PPC" as the options you'll be using for promoting the CPA offers. Once accepted you can always add more options to the list. Your job is to ensure you get accepted into the network as quickly as possible and show them that you actually know what you are doing.

The first step before applying for any CPA Network is to have a professional website setup. If you have an old domain name just sitting around, then it's time to make use of



that domain name, the older the domain name the better, as it can appear to be a site that was in existence for a long time.

Also create an email address based off that domain name; that is the email address you'll be using to contact them, as it's more professional.

WARNING!

Do not use a free email address as your mode of contact via email.

You can use Wordpress that is available for free as your content management script to make things easy to setup. The reason you are setting up the site as a blog is simply because it's a quick and painless process and with some of the great free themes available online, it can look professional without you having to do a lot of work.

Once you have Wordpress setup and installed on your site, you'll need a theme to use.

You can review these sites below for free themes to use for your blog.

www.skinpress.com ; www.freewpthemes.net ; www.wpskins.org

Upon selecting your theme, and setting up your blog, then of course you'll need to select a niche or topic for the blog, along with having content.



This is pretty easy since you are not setting up this blog to be a site that is going to make you money necessarily, but simply to show the CPA networks that you have a professional site that will allow you to get approved quickly.

Later, we can work on sites setup specifically for the CPA offers you'll be promoting.

The role of this site is just to have a "dummy" site more or less that you can use to get accepted by any CPA network.

For the content of the blog, you can use PLR articles. There are many sites that offer free PLR articles that you can freely download and use on your blog. Most of these sites that offer free PLR articles will request that you signup to their newsletter but it's a small price to pay for getting free content that you can use for the setup of your blog.

You can try to find its here :

<http://www.plrarticlepro.com> ; <http://www.freemonthlycontent.com> ;

<http://www.freeplrarticlesweekly.com>

Of course you have the option of writing about ten articles on your own to fill your blog, but if you are looking to get started as quickly as possible, you can download articles from these sites above.



You should have at least 10 articles on your blog and have it setup in a very neat format. Do not display any ads on the blog, just ensure that what you've setup looks neat and organized.

Be sure to have a privacy policy and contact form on your blog. You can have this setup automatically by using the privacy policy plugin & contact form plugin that are available for Wordpress.

<http://www.synclastic.com/plugins/privacy-policy/>

<http://wordpress.org/extend/plugins/contact-form-7/>

JUMP START TO MAKE YOUR MONEY

OK, at this stage I'm assuming you have your blog or website all setup that you can use for applying to the CPA networks. Do not overlook this stage, since it is very important that you have a nice and professional site with good content to present to the CPA network for approval.

With your site setup, you will now also need to be prepared for a phone call. Yes, in many cases if you do not input a real telephone number that you can be reached at you will not be approved by the CPA network. The most popular and reputable CPA networks all require telephone verification. An affiliate network specialist from the CPA



network will call you and ask you a few basic questions regarding your modes of promotion.

If you input that you'll be doing Web promotion for CPA offers, they'll ask you to verify the site that you will be promoting their offers with, and if you have any idea of the types of offers you'll like to promote.

At this stage you need to sound extremely confident and sure of yourself regarding your promotion methods. Simply inform the affiliate network specialist that you will be developing websites that cater specifically to niches that are based off the type of CPA offers available within your network. The first site which is your "dummy" site should be the example of such a site.

If you've listed PPC as one of the options, more than likely you'll be asked about your experience with PPC. Never make it seem like you are new to PPC. Simply inform the specialist that you will be using Google Adwords, MSN Adcenter, and Yahoo PPC to promote a variety of offers. Do not ramble into un-necessary detail, keep it simple and to the point regarding the answers.

In most cases, the networks just want to know that a real legitimate person is behind the application. Also, they are looking for their next "top affiliate" so they are basically



“feeling you out” to see if you will be an asset to them. That’s why it’s important that you have a professional site, and appear as if you have a set plan on promoting the offers available within their network.

GETTING THE BEST OFFERS IN ANY CPA NETWORKS

The networks that I’ve listed with the star are the ones that I’ve used consistently and have had no issues with being paid, so those are the ones that I would recommend you get started with first, but remember you want to get into at least ten of the networks so apply to as many as feasibly possible.

So you’ve gone through and applied to the various CPA networks. The list is very extensive, and may change from time to time since some networks do go out of business or merge.

THE DIFFERENT TYPES OF CPA OFFERS

Now that you’ve been accepted into a few networks, it’s now time to go about selecting CPA offers that will bring in the cash that you are looking for. Let’s first go over the types of offers that you’ll find in the typical CPA Network.

Type – 1 : Information Submits

The easiest offer to convert from my experience is a “zip submit” offers and “email submit”.



All the person has to do is submit their zip code into a form field and you are paid. It's just that simple; of course the issue here is that you need to generate targeted traffic.

This category is of course the easiest to convert but is also the lowest paying option available. You'll need massive volume to start making substantial money using Zip and Email Submits. The typical "email submit" will pay you around \$1.50 and the typical "zip submit" will pay around \$1.20 on average. Those pay out rates will vary based on the network.

It's very important that your leads convert into a full lead sale for the advertiser. You are not paid extra when it does, but it keeps the advertisers happy, so quality is a must.

From my experience zip submits convert at around 40-50% so you should be looking to generate as much targeted traffic to these offers. When a person enters their zip code, you get paid, but there is a continuation to the form, so you want to make sure that the traffic that you are delivering to your zip submit offers is highly targeted.

Many people are making money with fake leads. I do not recommend this, as in the long run, it'll hurt you.

Do not be tempted to get your friends and family start visiting your offers and entering their zip codes and email addresses. Eventually it can lead to you getting terminated



from the affiliate network or at minimum being banned from promoting any further zip submit offers. Deliver true traffic and you can start making some serious money with zip submit offers.

Below is an example of a typical zip submit offer.



The person has to simply enter their zip code, you get paid, and they move on throughout the process of getting their free dinner for 2.

Of course the person does not get a free dinner for 2 just for simply entering their zip code. You get paid for them doing that, but for the user to get their free dinner, they more than likely need to complete a couple of free non-obligation offers.

That's usually the "catch" with zip and email submit offers.



Even though zip submits are good, you won't find as many when compared to email submit offers. These offers are available in abundance and usually pay a few cents more than zip submit offers.

When a person submits their email address you are paid and just like the zip submit offer, they need to complete a few free offers to be eligible to claim their prize.

Unlike zip submit offers, there is a bit more value in email submits, as even if the person does not go on to continue the offer, at least their email address was captured, and along with agreeing to the privacy policy of the offer, the advertiser now has a new lead that they can market their products and services to.

That's basically how email submit works. Your goal is to throw as much targeted traffic to the offer as possible. I've found that the conversion rate is a bit lower than the zip submits, so you can expect a conversion rate of approximately 30-35% on most email submit offers.

If your traffic is really interested in "freebies" then your rate could increase, but on average I've achieved the percentage rate as noted.

When selecting an email submit offer there are a two things you can do to increase your conversion rate.



A - Possible Pre-Sell On The Offer.

If you are promoting the email submit offer on your web-page. You can write a paragraph of text that basically informs the user before hand what they can expect from the offer. Let them know that by simply entering their email address, they can be eligible for a Free IPOD or Free Playstation 3, etc.

Whatever the email submit promotes, be sure to mention it in your pre-sell. You'll find that your conversion rate increases when you pre-sell when compared to just pointing them to the offer.

B - Relevant Email Submit Offer.

If your website is all about IPODs, then you should find an IPOD email submit offer to promote on the blog. Your conversion rate will sky rocket when you target your email submit offers specifically to your niche.

Type – 2 : Financial Offers

Most CPA networks will have a section of offers that cater specifically to financial offers. These offers will range from credit scores, credit cards, loans, payday loans and debt relief. These are usually very high paying offers and can be high converting if you target



them correctly. Keep in mind these offers do not require the person to purchase anything.

These are usually “lead” type offers, so you are basically paid for the person to submit their name, address, telephone number and other information into a form.

Let's review a few of the types of offers available.

- **Credit Score Offers**

With these types of offers, the user has to sign up for a free credit report which includes credit monitoring. Since the credit monitoring is a free trial, the user has to input a credit card since after the free trial the monitoring is charged to the card on file. You'll be paid from \$15-\$20 for every person that signs up for the offer through your affiliate link.

I've had conversions in the range of 5-10% on these offers. The reason the conversion is in that range is due to the user having to input their credit card, this lowers your conversion. If you are targeting users who are actively seeking their credit report, that rate can increase, but again it's a matter of pre-selling the user.

To pre-sell credit score offers, you should write about the importance of checking your score, and if you've have active monitoring; you can talk about how it has benefited you. Basically you are recommending the service before hand, so that by the time they reach



the offer, they are looking to sign up. This will increase your conversion on these types of offers.

- **Debt Relief Offers**

I like these offers since you can truly pre-sell the user on the benefit of eliminating debt. The economy as it is today, debt seems to be a severe problem, and most people are looking to reduce their debt as much as possible. On your blog you can make a post about various ways of reducing debt and recommend the CPA offer. Of course, you do this in a subtle way, as you do not want to come off as a car salesman pushing the person to complete the offer.

These offers range from \$15-25 for every person you refer. If you have a blog that is geared towards debt relief, you should be able to get a few people each day to complete the offer. It's very important that whatever offer you decide to promote that your blog post or blog niche in general be specific to the offer. This will definitely increase your conversion.

With debt relief it's also good to share a personal story. It can be your own story, or a story of a friend. You just need to ensure that it is personable, engaging, and that the end result shows the importance of debt relief. That can also act as your pre-sell without having to push the user into the debt relief offer. It will be basically your goal to input the importance of debt relief into your visitor's head that will then lead them into completing



your CPA offer.

When selecting a debt relief offer, be sure to review all the offers available within each network. You want to select one that pays high, but that the actual landing page has clear instructions regarding what the user needs to do to complete the offer. Select the landing page that you believe will result in the most conversions.

If after selecting an offer and it's not converting, switch to another one to see how that one performs. Test each offer for one week to get an idea which one is performing the best, and then stick with the best performing offer. Do not settle on one offer without first testing a few, as you could be losing out on more money.

- **Payday Loan Offers**

This is perhaps one of the highest paying offers out there right now in the financial section. For instance NeverBlue.com has an offer paying you \$42 for every payday loan application. If you can generate enough targeted traffic to such CPA offers you can really make a substantial amount of money.

The way to promote a payday loan offer is to relate to the user. On your blog or website you discuss the pros and cons of payday loans and provide tips to the user about



ensuring they are approved for the loan, along with tips to get it paid off as quickly as possible. By helping guide the user you are building trust, and they will more than likely sign up with the payday loan that you recommend on your site.

It's about building trust with these offers. Most people looking for payday loans are in desperate need and actively looking for help. Your job is to provide insightful information along with recommending them a good payday loan company. You'll be paid for every successful application.

If your blog or website is setup to specifically talk about payday loans or just about anything financial in general, you can really stand to make a big profit from these offers. Keep your site as targeted as possible to the CPA offer being promoted and you'll see a good conversion rate with the offer.

As always, even though I mentioned NeverBlue.com, there are other networks that offer payday loan offers as well. Be sure to review each network, and select the one that you believe will convert. Again, you should split test your offers and then stick with the highest converting offer.



Type – 3 : Insurance (Related) Offers

People are always looking for good deals on insurance. Due to this, this market can also be a good money maker for CPA offers. It doesn't take much for a person to complete a CPA offer that relates to insurance, especially the car insurance market. In most cases, all that is required is a name, address, email address and telephone number and you are paid for the lead.

The leads for insurance offers ranges from \$9 all the way up to \$30, it all depends on how much information is needed on the form, and the type of insurance offer. In general, auto insurance leads pay much lower than health insurance leads. An average car insurance lead will pay you around \$9 but a health insurance lead can pay you \$30 per lead.

The reason for this is car insurance leads are easier to fill out, while health insurance leads are usually more in depth and require more information. If you are looking for a bigger conversion then you should stick with car insurance, as it's usually no obligation leads and doesn't require much from the user to submit.

You'll also find that the car insurance leads are more geared towards auto warranties. These offers are basically targeting users who have expired warranties on their older vehicles but still require coverage. Your site should discuss the importance of car



warranties and focus on older vehicles. Once you've done discussed on your site the pros of getting a new auto warranty then you can introduce them to the auto warranty offer that you are promoting.

Your conversion ratio will be much higher when you go about it this way, than just setting up a random site and having auto warranty ads within it. Every offer you promote should be targeted.

Type – 4 : Health Product Offers

- **Skin-Care & Anti-Aging**

This is a very niche specific category as it usually targets women who are starting to see the affects of age on their skin. The main demographic is women over the age of 45 in most cases. With that said, there are many products that state their product helps to eliminate wrinkles and age spots.

Your goal is to find anti-aging products that compliment each other well. That way you can recommend both products on your blog and receive two sales instead of one.

For example you can find an offer that helps with eliminating wrinkles, and then find a follow-up product that helps with moisturizing or some other kind of benefit. If you can



find reviews for the product as well, you can use those as part of your pre-sell pitch.

Then after mentioning product number one, you mention product number two as an addition to their overall skin care needs. By combining the two, you are increasing your sales potential. So instead of just making \$30 on product number one, you can earn \$60 in total sales. That's providing both offers are \$30 per sale products.

What's good about the skin care market is that most of the offers also have a free trial. This means that in some cases, the buyer of the product only has to pay shipping and handling. Browse through all the CPA networks that you are a member of, and find the skin care products that offer free trials as these will have higher conversion than those that you have to pay in full.

- **Weight Loss Product**

The weight loss market is still huge right now. Everyone is looking to lose weight, shed fat, and basically look better overall. That means that the opportunity to make some serious cash with weight loss related offers is at its peak. People are buying all kinds of offers hoping to reach their weight loss goals.

I know that most people may think that the weight loss market is saturated. It is true that there are tons of offers out there, but there is a reason for that. It simply means that it is



working. The average person does not buy just one offer or product. They usually buy multiple products hoping that at least one of them works.

Since that's the case, promoting CPA offers that deal with weight loss can be extremely lucrative. Weight loss offers will range from \$25-35, and usually convert in the 1-5% range. The conversion ratio has not been that great, but with enough traffic being generated to your offer, those \$35 sales add up pretty quickly.

Right now, the hottest product for weight loss is “Acai Berry” offers. Oprah Winfrey, Rachel Ray and others have all mentioned the benefits of “Acai Berry” on their show. This has led to many “Acai Berry” products being developed.

Every major CPA network has an “Acai Berry” product available. The payout is usually in the \$30 per sale range. The best part of the “Acai Berry” offers is that most of them offer a “free trial” so the costs to the user is usually in the \$4.95-\$5.95 range, which helps your conversion.



START CREATING YOUR MONEY MACHINE

- **Build Up Your Money Maker Site**

One of the most profitable ways of making money from CPA is to create niche targeted websites. Earlier I touch briefly on creating blogs and targeting your blog to your CPA offers, I'm going to now focus on that in more detail.

As usual, my recommended script for creating these sites is Wordpress. Now before we proceed to setting up Wordpress and creating the site, we need to take a look at the inventory of the CPA companies. Log into your CPA networks and go through the offers available.

What you are doing is looking for offers that pay well, have good affiliate banners and images that you can use on your site, along with having a good landing page. For the sake of an example, **let's say that we decided we wanted to promote an offer that promotes weight loss.**

We review the offers in the weight loss category, and we've decided that an "Acai Berry" product is the one we'll select. In some networks you may have more than one "Acai Berry" product available, so we select the one with the best landing page and highest pay out that offers a free trial.



We have now selected a “niche” which is weight loss, and a product which is an “Acai Berry” product. It’s now time to dig deeper into what we’ll be talking about on the blog that we are about to setup. To find topics to discuss we need to do some keyword research.

There are a variety of tools that you can use for your keyword research, but there are two main tools that I like to use.

- Google Keywords External Tool

<https://adwords.google.com/select/KeywordToolExternal>

- Free Word Tracker

<http://freekeywords.wordtracker.com/>

In our “Acai Berry” example, we input the keyword “Acai Berry” into both the Google Keywords External Tool and Free Word Tracker. We then analyze the results.

Based on the results we’ll then take a few of the long tail keywords, which are keywords that have a higher chance of achieving top rankings, along with more “buyer” oriented keywords. A “buyer oriented” keyword is usually associated with a product name.

For example, when I searched for “acai berry” among the results were “acai berry”



products that were available for sale. These specific product names are what I call “buyer oriented”. It means these people are looking for a specific product and more than likely if that product can be shown in a positive light, they’ll be inclined to buy.

A non buyer keyword would be “acai berry research”. The people who search for that keyword may buy your product, but they may just be looking for more information on “Acai Berry” in general. What you want to target with your blog are those keywords where people are looking to take action.

If you wanted to take this a step further you can narrow your keyword research even further by using the keyword “buy acai berry” this way you are presented with the keywords people are using that want to buy the product now. By focusing on the “buy” keyword in front of the product category, you are getting the people who are ready to buy.

Another tips is to simply replace the word “buy” with “purchase” and you’ll find another set of people who are ready to buy. You can also input the word “review” and you’ll find people who are looking for feedback, and these people can turn into buyers as well.



Now that you've got your keywords, then the next step is to register a keyword rich domain name that includes the keyword of your niche. In this case the niche is "acai berry" so you would want to register a keyword with the keywords "acai berry" at the beginning of the domain name.

Once you've registered the domain name, you can now begin to setup Wordpress and start writing or posting articles that cater specifically to the keywords you have researched. If one of the keywords researched was "best acai berry to buy" then that should be the title of your post, along with providing a short article about the topic. Of course the "best acai berry to buy" that you would be recommending is your CPA offer.

You do this for all your "buyer keywords" and you'll have a blog that focuses on long tail keywords specific to buyers who are going to be interested in the CPA offer that you are promoting. This is the best way to go about creating sites that are based off your CPA offers.

This same technique can work for every CPA product that you will be promoting. Your goal is simply to research CPA products, find buyer keywords that relate to your product, register keyword rich domain name, and post articles on your blog that are based off your keyword research.



If you can follow this simple guideline you can create a network of blogs that promote a variety of your CPA offers. This way you will have a blog for every CPA offer you promote. It's important that you do it this way, instead of packing all your CPA offers on one blog. Each site needs to be tailored to your specific CPA offer.

- **Articles Money Machine**

Another great way of making solid profits from CPA offers is by writing articles and submitting them to article directories. My focus with my article writing has always been ezinearticles.com since they generate the most traffic out of all the directories.

*That's not to say that you cannot have good success with others,
it's just that it's my personal favorite.*

We've already gone through the process of selecting a CPA product, so I'm assuming at this stage you'll know what offer you would like to promote.

To keep the examples uniformed, I'm going to go with "Acai Berry" again as the example CPA offer. Using the same keyword research that we've done previously, we would now have a set of keywords that we would want to target, and the articles we'll be writing will be based off these keywords.



By default, you can only submit a maximum of 10 articles to EzineArticles.com when you register your first account. You should write ten high quality articles that focus on your major keywords and submit them to EzineArticles.com.

You need to keep in mind that your resource box needs to be targeted to your CPA product. For example, your article discusses the “benefits of acai berry” then in your Resource Box, you’ll have text “soft promoting” your CPA offer. I mentioned “soft promoting” since you do not want it to sound like a blatant infomercial. Instead make it appear more as a recommendation.

It’s best to not direct link to the CPA offer, but instead you can create a frame box for the offer that re-directs off your actual website.

This should be done for all your links within the article directories. You are allowed two links in your resource box, so one can be to your “main blog” site that utilizes the creating sites for CPA offers method, and the second link will point to your CPA offer but using the masked page mentioned above.

With your ten articles written for EzineArticles.com, then the next step is to write ten more articles, but this time these articles will be submitted to the other directories. You can mass submit these articles to as many directories as you want. Just ensure that



these ten articles differ from the ones you submitted to ezinearticles.com.

You can use the software by Brad Callen for mass article submission :

<http://directorysubmitter.imwishlist.com/>

Use the software above to mass submit your ten articles and ensure that your resource box is set to have two backlinks. One backlink to your main blog site and one backlink that points directly to your CPA offer that is based off your main site.

You repeat this process for every CPA offer niche that you have. By utilizing this technique you are giving link juice to your niche CPA offer blogs, along with being able to achieve a few sales by direct linking to your CPA offer through a frame re-direct.

Another tips that is very important is to review the top articles and authors within the niche you are promoting. For example if your offer is “acai berry” then your niche maybe “weight loss” so you would want to review the top authors in that category along with the top articles in that category to follow what they are doing to ensure you receive as much views as possible.



If you write your articles targeted to specific buyer and long tail keywords, there is a good chance your article can rank in the top ten under those specific keywords.

To further increase your chances of your articles ranking high, you can take it a step further by social bookmarking each article you submit. The easiest free way of going about social bookmarking is to use the site <http://www.socialmarker.com> ☺

- **Killer Review Sites**

One of the more popular ways of making money with CPA is to create review based sites. For example if you are promoting a product called “Acai Berry Blast” then your site would be setup to write a review for that product along with other “Acai Berry” products. Your entire site is geared around writing reviews based on the main niche, which in this case is “Acai Berry”.

That’s basically what review sites are all about. Your goal is to find at least three products within the niche, and rate and review the three products. Of course, your CPA offer product should be ranked the best among the three products. The review needs to appear as natural as possible, so you do not over hype any of the products or totally belittle any of the products. You try to sound as objective as possible while pointing out the pros and cons of each product.



Once you've finished with your review, now you'll have a site that provides what the people are searching for, which is reviews on specific products. You can also simply create a simple HTML template for the review site as well, since the site will just be based on these reviews and nothing more. Just remember that after reviewing all the products, that you then give a final conclusion and list your recommended product which will be your CPA offer.

These are some sites that are using the "review method" of creating review sites to convert CPA offers. These sites were live at the writing of this eBook and may have changed.

- This site reviews 5 acai berry products. This shows how you can model your site by more or less reviewing 5 products, but I would recommend that you use a much cleaner template, along with having the border of the images not be framed.

<http://www.acaireviewed.com/>

- This site is a bit nicer than the one above; it also reviews the top five acai berry products. Each product is an affiliate product so no matter which product is selected they are paid a commission.

<http://www.acaiberryjuicing.com/acai-reviews.php>



As you can see these review sites are geared towards having one product listed as a superior product. In most cases, the product that is listed as the number one product is the one that has the highest commission. From what I noticed it's usually ranked based on the payout.

Many users have tried to raise their conversion rate with CPA offers is by using a slightly varying tactic of the review technique. Instead of writing review comparison, they setup a site based off a "user's experience" with a product.

Example site: <http://sarasweightloss.org/>

That blog is setup as a user testimonial site for a CPA product.

- **PPC Smart Jump**

When you are setting up a PPC campaign for promoting CPA offers it can be a hit or miss depending on the campaign being promoted. That's why it's going to be critical that you do some split tests when promoting your CPA offers, as some offers will convert while others may bomb.

The first network that I like to test my offers with is [Google Adwords](#). It's fast and easy to get setup, and you could start seeing conversions quickly if you have a winning campaign. The most important aspect though of your PPC campaign will be how much



you pay per click for your ad and this will be based off your niche.

If we try the example like before which was “acai berry” then the competition in that niche for PPC is fierce, so to get any exposure you will need to be prepared to place a high bid. The bid range for that keyword can range from \$1-4 per click on average. Your bid amount though can drop if you utilize the “buyer keywords” as mentioned earlier in the report.

The keywords that focus on specific product names will usually have a lower per click rate than the “generic” terms. The searches maybe less but the per click rate will be lower and should be less competition in general. Your main competition will perhaps be from those trying to promote the product as well.

For Google Adwords PPC it is best to use the Google Keyword External Tool, you'll find keywords with a low CPC that are still receiving enough traffic to warrant bids. Your goal will be to get as many of these keywords as possible, and when combined these keywords can give you enough traffic to generate a good income from your CPA offers.



When you create your ads for PPC with Google it is best to have your ad units tightly knit together in terms of the keywords. Do not stuff each ad group with a bunch of keywords that do not relate to each other.

For example you take your main ad group keyword, which in this case we'll say is "buy acai" and within that ad group all the words will be about "buy acai". You can have keywords such as "buy acai online" or "buy acai supplements". The ad group would have these types of ads within the group under that main keyword term. You'll also create a variety of ads within the group to match the keywords.

Finally, once your ad groups are targeted and created, the landing pages for each of your ad groups need to be relevant. This means that for best results and to achieve a high quality score from Google, that your landing page be setup to target the keywords within your ad group. The more targeted your landing page is to your ad group, the better your quality score will be for your Google PPC campaign.

Keep in mind that with your quality score, it means in the long run your cost per bid will drop, which is the ultimate goal. You want to pay as little as possible for the traffic you receive, so you'll need to make the extra effort to keep your ad groups targeted along with your landing pages.



Keep testing your campaigns, and eliminate the ad groups that are not performing or having a poor CTR. If you keep ads with poor CTR (Click Through Ratio) it will have an adverse effect on your entire campaign, so you will want to continue to tweak your ads until you've reached an optimal CTR.

Always remember that with PPC it's not a set and forget method until you've truly have a winning ad. To achieve this it will take testing, you'll have some winners, and you'll have some losers. This information is primarily for Google, but it can work the same in the other ad networks as well.

- **Social Marketing Connection**

Myspace and Facebook both started as a way for people to keep in touch with their friends, family, meet new people and basically for people to network with each other. With millions of people being members of these two social networks, it's become somewhat of a gold mine for marketers.

Both Facebook and Myspace have developed advertising platforms that now allow you to market your offers to their audience. By opening up their platforms to advertisements people can now target their offers to specific audiences.

With Myspace, you can get started pretty easily.



<https://advertise.myspace.com>

That link takes you directly to Myspace's advertising program. You can get started for as little as \$25 and start driving targeted clicks to your CPA offers.

Before you rush off and start your campaign, you should first take note that the audience for Myspace tends to be a younger audience, so it maybe harder to sell them on actual products where they have to "spend money". Therefore when going through your CPA offers, its best that you focus on offers that match Myspace's audience.

Since you can select the demographics, you can even target the older folks on Myspace, that way you can target those who are more willing to "spend money". From my experience I would only market products where you have to spend money to those over the age of 30, especially if you're going to be promoting weight loss related CPA offers.

Another tip for Myspace is that you want to come original with your campaign. Your ad should be setup in such a way that it feels like you are talking directly to the person viewing the ad.

Do not make it into a pitch such as "Lose 10lbs in 2 Days" but instead you can say "Are You Struggling To Lose Weight?" This is a more effective title, and in the body of the



message you would highlight that you've been there as well, and mention that you found a product that worked well for you. That ad can be pretty efficient on Myspace.

The same goes for Facebook as well.

<http://www.facebook.com/advertising/>

The link above is for Facebook's advertising system. You can get started immediately, but there is a delay with the approval system. You have to wait for your ads to be approved by ad manager.

The best way to figure out what types of ads are being accepted on Facebook is to actually log into your facebook account and review the ads being displayed. It's very possible that you'll see a few CPA offers being promoted, and since Facebook is so large, you can directly compete for a piece of the pie by promoting that same offer.

It's very important that your ad is very enticing, since Facebook places a lot of relevance on CTR. If your ad is having a good CTR then they'll show your ad more often. If they show your ad to thousands of people, and it's not receiving any clicks, your ad maybe buried. This means fewer impressions, which by default will result in little to no clicks.

Therefore it will be crucial that the ad you create is very thought provoking and really enticing enough that the user will want to review what you have to offer. A lot of



campaigns for good offers die quickly due to having a poor title, so take the time to review the offers you are seeing each day. If you see the same ad popping up often, it may mean that the title works, the offer is converting, and therefore you can duplicate it.



THEN... THE LAST BUT NOT THE LEAST

Take the time to go through this eBook again to ensure that you have a clear outline of the types of offers you should target and the variety of ways you can go about targeting each campaign.

CPA is here to stay, and people are making a lot of money using the methods outlined in this report. The difference between those who are making money and those who are not, is simple. It's people who take action that make the money. The ones who put forth the effort, and actually go out and try the methods instead of placing what they've just read on the "back burner" for another day.

Do not do that, go out and actually start joining the CPA networks, re-read the tips about getting accepted into the networks. Once accepted, move forward with selecting campaigns and creating sites based around those campaigns. It's only when you take initiative that you'll start seeing results.

I ENCOURAGE YOU NOW TO GET STARTED AND I WISH YOU ALL THE BEST!



:: ADVANCED CHAPTER ::

Clever Strategies

Let's get right into it. To make a ton of money in this crazy IM world all you need is

ONLY TWO things:

Targeted Traffic + Great Offer = BIG Cash

Now all we have to do is find this targeted traffic and give them what they want! How many times have you heard that? This method that I am about to show you is 1 of those "Sweet Spots" where everything comes together!

There are currently **16,000,000+ students** enrolled in College in the U.S. alone. This includes Universities, Colleges, Trade Schools, Junior Colleges, etc.

If you can get in front of this huge group of people and offer them something that they are looking for then you are in for an enormous payday!

Plus we can leverage these same students to get in front of other college students for very cheap. Everyone knows that college students are always looking to make some money to party with. That means they are more than willing to do simple tasks to make



some spending cash. The targeted audience will also become your source of outsourcing at very affordable rates.

Let's Getting Started...

First thing that we need to do is find some targeted offers to present to these college students. For that we are going to go the scholarship route. Every single student in the country would love to have more scholarships.

So if we can get paid and paid well to have ***college students fill out offers for free scholarships*** we are onto a huge payday. Trust me because I am making a killing at this right this second.

When looking for any type of CPA offers, your first destination should always be <http://offervault.com> because you can search a ton of different sites all at once.

Let's take a look and see what we can come up with...



			Scholarships4Moms	\$ 5.00	Lead	Education	Cpadna	Nov 2
			Scholarship Zone (US)	\$ 5.00	Lead	Education/Career	Profit Kings Media	Nov 2
			Scholarshipszone.com	\$ 4.95	Lead	Leads / Education	Cpa Park	Nov 2
			FreeMilitaryScholarships - 1 Page Submit - US Only!	\$ 4.85	Lead	Careers/Employment /Education	CPATrend	Nov 2
			Scholarships 4 Dads - 1 page submit - US Only!	\$ 4.85	Lead	Careers/Employment /Education, CPATrend Top Converters!	CPATrend	Nov 2
			Scholarships 4 Moms - 1 page submit - US Only!	\$ 4.85	Lead	Careers/Employment /Education, CPATrend Top Converters!	CPATrend	Nov 2
			Scholarships 4 Working Adults - 1 page submit - US Only!	\$ 4.85	Lead	Careers/Employment /Education, CPATrend Top Converters!	CPATrend	Nov 2
			ScholarshipZone - 1 page submit - US Only!	\$ 4.85	Lead	Careers/Employment /Education	CPATrend	Nov 2
			Scholarships 4 Dads	\$ 4.85	Lead	Education	Globalizer	Nov 2
			Scholarships 4 Moms	\$ 4.85	Lead	Education	Globalizer	Nov 2
			SCHOLARSHIPS 4 MOMS - COUNTDOWN TIMER - US	\$ 4.75	Lead	EDUCATION	Convert2Media	Nov 2
			Scholarships 4 Moms!	\$ 4.75	Lead		MarketLeverage	Nov 2
			Education*Free 10k Scholarship - EXCLUSIVE	\$ 4.75	Lead		RevenueAds	Nov 2
			Scholarships 4 Dads!	\$ 4.75	Lead		MarketLeverage	Nov 2
			Free Military Scholarships!	\$ 4.75	Lead		MarketLeverage	Nov 2

This is just a short screen shot of the available scholarship offers that are available for you to advertise, \$5 for someone to fill out a short form is a good payday if you ask me. Do it on a mass scale it can mean life changing income!

Let's take a look at 1 of these landing pages for the scholarship offers:



ScholarshipZone is awarding a
\$10,000 SCHOLARSHIP



ScholarshipZone
TODAY FOR OPPORTUNITIES TOMORROW.

Balancing life and family with your career can be overwhelming. Give yourself the tools you need to **go back to school and become financially independent.**

Here's how to register:

- 1 Complete the simple registration form on this page
- 2 View information available from schools offering online and campus courses and, if you like, request information or search for a student loan.
- 3 You'll know you're finished when you reach our **Thank You** page.

Note: Check your email; we'll send you a confirmation. Be sure to add us to your safe list for future drawing notifications.

REGISTER NOW!

Winner will be chosen on
NOVEMBER 30TH, 2010

All questions marked * are required

*Salutation **-Please Select-**

*First Name

*Last Name

*Email

*Address

*City

*State **-Please Select-**

*Zip Code

*Home Phone --

Mobile Phone --

*Date Of Birth Month Day Year

☐ I have read and agree to the SZ Terms & Conditions and Privacy Policy. I understand I will receive the SZ newsletter and educational opportunities from this site.

☒ I understand I may be contacted by trusted partners regarding educational and other opportunities.

SUBMIT

As you can see, it is a simple 1 page form that they need to fill out for you to get paid. College students are used to filling out forms exactly like this so the conversions are always very good.

Now we have established exactly what we are going to be offer, let's get into how we are going to be getting traffic to these types of offers.

I want you to have a clear idea of exactly what this method involves before we get into the advanced methods that will multiply your income like crazy. 😊



Now... we are going to be combining a few different methods of advertising into one “precision strike” advert.

I am sure that you have heard of putting up flyers on cork boards and different places that have “tabs” on the bottom that people can pull off with a website listed on them? These work but the problem is that the flyer has to catch someone’s attention while they are walking by... right?

Now a better way to advertise this type of flyer is get it in front of a “CAPTIVE” audience. What group is more captive then students who are stuck in a class room for long periods of time? Now that laptops are a common site to see in college classrooms, getting some targeted traffic is going to be real easy!

What we want to do is have the flyer put on the tables or desks of classrooms at a college or university. This way, when students come to class they will all see the flyer with your call to action on it.

The more customized you can make each one the better your conversions will be. Imagine this: You sit down at a desk for an hour long lecture 5 minutes early. You look down and see a flyer that says:



“We are just giving away \$10,000 Scholarships to students of [the school]!”

Visit [CPA-URL.com] to get registered for FREE!!.”

Now, what do you think the average college student is going to do when they see that sitting on their desk and they have a few minutes to kill as well as a laptop sitting in front of them? At the very least, they are going to visit the URL to see what you are talking about. 😊

A free \$10,000 scholarship is a big draw to broke college students that have student loans piling up! You can rest assured that they will take the time to check out what you have to offer!


Check out this offer below.....

This is a 1st page submit that pays out \$24 for each person that fills out this one single page!!!



Get Your Free Grant Guide

Request FREE info now!



Find the school that works for you!

- ✓ Grants may be available for those who qualify.
- ✓ Online and campus degree programs may be available.

Need help paying for college?

The colleges, universities, and career schools in our database can get you connected with:

- Federal Grant Programs
- Pell Grants
- Need Based Grants
- Minority Grants
- Disabled Student Grants
- Graduate and Doctoral Grants

Most schools have counselors equipped with financial aid calculators. They can guide you through the process of finding the school financing that's right for you.

1 What do you want to study?

* All fields required

*** Area(s) of interest**

<input type="checkbox"/> Business & Management	<input type="checkbox"/> Criminal Justice and Security
<input type="checkbox"/> Culinary, Hospitality, Travel, Tourism	<input type="checkbox"/> Education & Teaching
<input type="checkbox"/> IT & Computer Science	<input type="checkbox"/> Legal & Paralegal
<input type="checkbox"/> Liberal Arts & Communications	<input type="checkbox"/> Master of Business Administration
<input type="checkbox"/> Medical, Nursing, & Allied Health	<input type="checkbox"/> Psychology & Human Services
<input type="checkbox"/> Religion	<input type="checkbox"/> Science, Math, & Engineering
<input type="checkbox"/> Trades & Vocational Training	<input type="checkbox"/> Visual & Performance Arts
<input type="checkbox"/> Web Design & Development	

*** Online or Campus** ☐ Online ☐ Campus
(You may select BOTH options)

*** When do you want to start?**

*** Highest level of education?**

*** High school graduation year(or GED)?**

*** What is your age?**

*** Zip code**

*** Country**

*** E-mail address**

☐ I would like to receive a FREE Guide to Grants & Scholarships

Get more from life with a higher education **Continue**

A \$24 for every single person that fills out that offer!! Sound good???

I found it on <http://monetizeit.net> CPA network. I am in the process of testing this offer out to see how it compares to the \$5 offer I showed in the beginning.

Just like anything else, this is a numbers game. The more desks that your flyer is on will determine just how much money you will make from this strategy.



With this method, less is more. Tell them what they get when they visit your URL and tell them to actually visit it...!!

This is where most reports leave you hanging. They say “Go make a bunch of flyers and drop them off and you will make a lot of money!” They are right and you will make money.

The difference between this report and some other reports that people are selling is that I am going to show you how to leverage this traffic and make 10x's more money with some advanced tactics!

How To Leverage This Methode to Make 10x's More Profits

Ok, now that we have the basic idea down on paper it is time to get into the advanced strategies that will make this report blow away all the other reports out there that deal with making money from college students.

Now... How we can make 10x's more money by leveraging the methode?



URL/TRACKING

Now, obviously you aren't going to put a long and ugly affiliate link onto your flyer! That would make no sense at all.

The easiest way to do this is to buy a domain name and forward the traffic to the affiliate link. This is the least profitable method but also the easiest to set up so I want to walk you through this method first.

Let's say that the domain name you buy is scholarcash.com. The most basic way to do this is to have this domain name forward to your affiliate link. That means that everyone who visits scholarcash.com will be immediately forwarded to the CPA offer that you are promoting.

The most basic form of tracking on this is to use custom urls to forward to the offer. I just grabbed a university from random: **Auburn University**.

To make custom urls for this method you would create a simple 1 page that forwards the visitor to the CPA page.

Here is what it would look like: www.scholarcash.com/auburn



Now all you would have to do is forward that page to the CPA offer so that they can fill it out. That will also allow you to track every single flyer that has that url on it to see how effective it is.

Taking this a step further, if you want to test different offers you can create several different pages that forward to different offers.

www.scholarcash.com/university-1

www.scholarcash.com/university-2

www.scholarcash.com/university-2

Now, you could have each of these 3 different URLS redirect to different CPA offers and see which one makes you the most money. Don't worry about conversion rates on the offers. What you want to see is how much money you actually make from 100 visitors to each offer. Whichever one makes you the most money should be the 1 that you use most often.

That is the most basic way to get 1 person to fill out 1 offer. This method is the easiest as well as the way that most people would attack this niche and method!



If you have learned anything from any of my reports, I like to go that extra mile and turn a few dollars into a ton of cash. Instead of each person only having the option to fill out 1 single offer, why not give them the option to fill out **several** CPA offers?? ☺

I don't know about you but I would rather get paid several times for each visitor!!

You have already done the work to get them to visit your url and that is the hardest part.

Let's tweak it just a little and see where it takes us...

So instead of just redirecting them to the offer, let's send them to our **own website** with a custom page set up for each college that you leave flyers at.

So to multiply our options at getting conversions for each visitor, instead of www.scholarcash.com/auburn redirecting them to the website of the CPA offer, lets create a simple landing page that gives them the option of filling out of several options!

All you need is a simple landing page/wordpress page at that URL that goes something like this :

=====

“\$10,000 scholarships are up for grabs for Auburn University students!! These are absolutely free to sign up for and I don't know how long we can keep these running!”



- Offer #1.....
- Offer #2.....
- Offer #3.....

=====

With that 1 simple change you are giving the visitor a more personalized experience while at the same time giving them more than 1 chance to fill out your offers!

With this method you'll get BIG profits!! But... how if we can make a TRIPLE profits from this methode? Wan to know how... Yes I think you wan!! ☺

Here is the NEXT Scenario of this methode to make triple profit...

Social Media Profiter!

Now we are getting college students to visit your site and fill out your offers... right?. Depending on how aggressively you are dropping off flyers or outsourcing this money should be coming in at a very good rate.

Now why would we let these targeted visitors leave after just filling out 1 or 3 offers?

Let's build a **list** and a **Facebook Fanpage** with this targeted traffic! ☺



The easiest way to build a list is to add an opt in box to the bottom of the page. So below the 3 offers that we've talk above... all you would have to do is add a more headline that says something like this:

***“We will have many more Scholarship opportunities coming up!!,
Enter your name and email below to be the first to know about these
great opportunities!”***

A certain percentage of the visitors will opt in to your list. Knowing that the people who sign up are College students that are looking for scholarships is as **targeted of a list** as you can get.

Another option (and the one I like best) is to direct these visitors to a Facebook Fan Page!! Think about it, a HUGE percentage of these people are already on Facebook. Not only that, they spend a huge amount of time on Facebook since that is where all their friends spend most of their online time!

All you have to do is create a Facebook fan page for your website and create a banner/link for them to “Like” your Fanpage!



As your Fanpage grows, the amount of money and different things that you can advertise on your Fan Page will only grow and grow. 😊

There is no need to chase them around because you can now just get them all in 1 location that they check often and spend a huge amount of time.

A fan page with **LASER TARGETED college students** will give you the ability to get some good terms on different marketing channels and turn that 1 time visitor into a long term revenue source!

Wan To Be More Easy To Run This “CLEVER” Methode?

Are you seeing how this simple method has the ability to create a LIFE CHANGING income when you approach it in a long term business manner?

So here we are to go....

- **Outsourcing**

Now let's get into outsourcing this method so that you don't have to spend all your time walking around college campuses. Doing it yourself is a great way to get started and get some cash to start outsourcing.



Who better to outsource this to then COLLEGE STUDENTS!

Every college student is looking for ways to make money and they also already at the places you want to drop these flyers off at!

Now how you pay these college students is up to you. You can offer them \$xx to put up 100-500 of these flyers. Depending on who you hire will determine the price you will pay.

The hardest part about this is tracking to see who exactly is actually putting them down. But.. we can track all this using your CPA network and redirects.

Let's say you find Sam... who is willing to drop off 400 of these flyers. What you want to do is have the flyers created with a **unique URL** just for Sam.

May be www.scholarcash.com/auburn-1 could be the URL that you put on all flyers that Alan places. Inside of all CPA networks, you can add tracking and sub IDs. You can create as many of these that you want.

So you would create a **unique tracking code** for each college student that you have placing flyers for you.

See image below for example....



Date Created: 4/16/2009 5:56 PM	Type: Banner	Destination Page: Click Here
Tracking: <input type="text" value="Auburn"/>	Optional SubId: <input type="text" value="Sam"/>	Update Code
Copy/Paste This Code: <pre></pre>		
Preview Creative	Download Zip File	Report Broken Links

For Auburn I created a **tracking campaign** and named it Auburn. Any student that I had at Auburn who was going to drop off flyers for me I would add the Auburn tracking code. Then to specify each individual I would add their name to the Sub ID so I can track conversions down to each person.

www.scholarcash.com/auburn-1 So if that was the url/page I created to track same, all the offers on that page would go through the Auburn tracking link with the SubID of Sam.

Each offer on that page (Offer #1, Offer #2, Offer #3) would all be clickable links that would take them to the offers through Sam's unique SubID.



This simple tracking method will allow you to see who is actually placing the flyers and how well **they are converting**. This leads us into a commission model for paying all of your outsources.

Forget everything about paying 50-75% of all your revenue like most people do for affiliate products. What I suggest you pay is 10-15% of all revenue generated by each person you have working for you.

To do this, you don't want to actually telling these college students that you are only paying them that small of xx%.

So let's say that someone brought in \$500 in revenue. Now, 15% of that would be \$75 that you would pay the college student. So instead of showing them the \$500 revenue, send them an email with a spread sheet showing that they brought in \$150 and their 50% cut would be \$75!

The more you pay the more they will work. So decide on a percentage that you are comfortable paying and keep to that no matter what percentage you tell them that you are paying them. When they pass out more flyers and you make **more revenue**, make sure that you are paying them more!



Now let's move onto finding college students to work for you. The easiest way to get started is to call up a college student that you know. I don't care if it is a friend, cousin, neighbour, family friend, etc.

Everyone can get in contact with one college student in their inner circle of people. Find one person to get going on this, pay them CASH and I will guarantee that they will either scale up their flyer drop offs or they will recruit more college students to work for you.

- **CraighList**

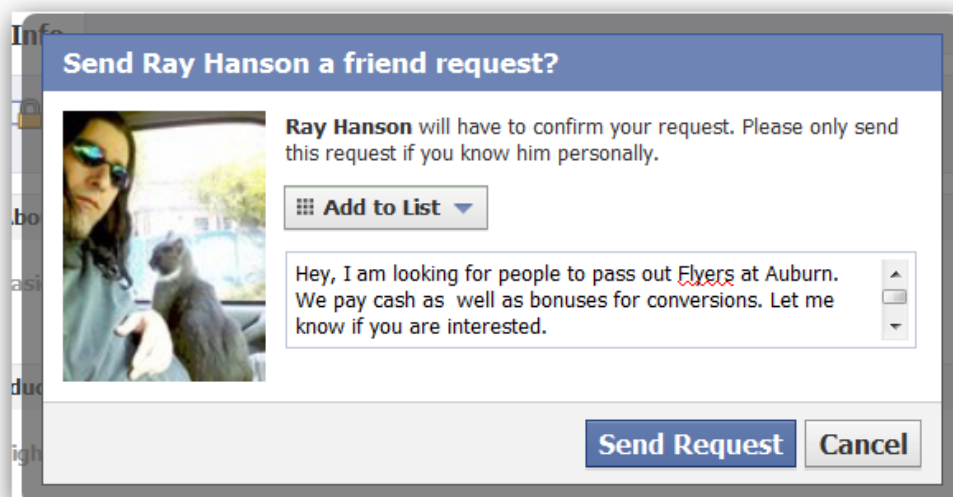
The next is [Craigslist](#). You want to place **help wanted** ads in the jobs section that college students will be most likely to look. Craigslist is a good place to find college students.

The next best place to find college students is on Facebook. Every college kid in the country has a FB account. For example : <http://www.facebook.com/#!/auburnu>

Now there is a Facebook fan page just for Auburn. I know that not everyone who is a fan of that page will be a student there. What you want to do is look for current students. The best way to do that is to find out just who is **currently commenting** on the page.



Now all you have to do is send them a friend request. Add a message and let them know what you are looking for:



The worst they can do is not accept your friend request.

If you want, (and I suggest you do) create a separate FB account just to contact people.

That way you can make it look more professional when you are contacting college students.

There is no need to mix your personal account with business. The more credible you look the better your conversion rates will be when contacting college students to work for you.



This method absolutely can be repeated and built upon for years and years to come! It can never become out-dated and no one can pull the plug on this! You don't have to worry about Google changing their algorithm or your PPC costs shooting through the roof.

The amount of money you put in your pocket is completely up to you!

FINISH...

To your success,

YOUR-NAME

www.YourWebsiteName.com