



**FORMULA**

QUIT YOUR JOB. MAKE PASSIVE INCOME. BE HAPPY.

# Part 1

## CPA Quick Cash

### Get Paid To Generate Leads and Sales for other Companies

#### Disclaimer

The contents of this guide are intended for educational and instructional purposes only. Your individual experiences related to income, traffic, sales, etc. will vary depending on your ability to apply these techniques properly.

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## Introduction

Everybody wants to make money fast and easy. However, most of you think that if you work hard, someday you'll get your bosses attention and you'll get that promotion you always wanted, and you'll be able to provide yourself and your family all the things that you always wanted. This can work, and it's a viable solution if you want to wait years for a promotion and work from 9 to 5 in a cubical and do overtime. But there's a faster way to make some nice profits pretty fast, without working 9 to 5 and without having a manager to boss you around all day. As you can guess, I'm talking about CPA affiliate marketing.

CPA is an acronym for "Cost per Action" and it relies on a corporation's need for advertising. As internet has become one of the best ways to advertise, reaching billions of people instantly, corporations are willing to pay big money to get their products advertised on the net, and if you're into CPA



affiliate marketing you can benefit from it to the maximum. Some of these corporations are very big such as Wal-mart

but there are also a very good number of small-to-medium sized businesses that serve as CPA advertisers.

Before we dive into this subject I want to distinguish CPA marketing from a network like Clickbank. There are many differences but most importantly, Clickbank only pays affiliates based on a sale. In other words, if you're promoting a Clickbank product and send users to a merchant's page, you will only receive commissions if that user ends up pulling out their credit card or PayPal account. With CPA marketing, some advertisers (merchants) pay this same way (cost-per-sale) but A LOT of advertisers will pay affiliates (YOU) based on specific actions such as filling in a form, entering a zip code or an email address or signing up for something with your cell phone.

The point here is that you get paid for these simple actions that users take. As a customer, which are you more likely to do....fill in a form that has 15 fields and give out your credit card for a \$37 charge for an ebook or fill in a non-credit card form that has 5 fields? Of course the customer

will choose the latter as long as what the offer is promising them will satisfy their need.

Here's a pretty common example. Just take a look at the image below. It shows a form that you most likely seen quite often when browsing the internet:

The screenshot shows a promotional page for a \$250 Pre-Paid Gas Card. The page has a blue header with the logo 'ConsumerIncentivePromotions' and the tagline 'Unique Promotions, Great Rewards'. The main content area features the text 'Participate Now & Receive:' followed by a large '\$250' and 'Pre-Paid Gas Card FREE with completion of program requirements'. Below this, it says 'Pre-Paid gas card Use it at your favorite gas stations'. There is a form with a dropdown menu labeled 'Select Your Favorite:' (with 'Please Select' in the dropdown), a text input field for 'Enter Your Zip Code:', and a 'Submit to Check Availability' button. On the right side, there is a sidebar with text: 'Welcome to Consumer Incentive Promotions. Our mission is to deliver gift incentives to qualified consumers who participate in marketing promotions and surveys. We are currently looking for consumers across the U.S. in leading markets that meet the following eligibility requirements: - Age 18 years and older - Legal resident of the United States - Valid email & shipping address. You must live in an area where we are conducting our incentive promotions to be eligible. Upon completion of program requirements, we will send the free gift to you with free shipping!' and a 'SHIPPING PROVIDED BY FedEx' logo.

Or, you may have seen one of these types offer?



CreditRepair.com Personalized Credit Solutions

## Credit Problems?

You've come to the right place for help.

Whether you want to repair your credit reports and increase your credit score, get a home or auto loan, or get out of debt - we can help! Our goal is to provide you with the tools you need now.

**FREE Consultation**

Sign up for your **FREE CREDIT CONSULTATION** and get your complimentary Credit Score Guide.

First Name  Last Name

Daytime Phone  Cell Phone / Alternate Phone


Email Address  Zip Code


Do you have over \$10,000 in Credit Card debt and want to receive an automated call to set up a free Debt Reduction Consultation (optional)?  
 Yes  No

Yes, please send me FREE informative 3rd party offers including [credit related offers](#).

**SUBMIT**

By clicking submit I request and grant my consent to be contacted by a live phone agent or pre-recorded phone message, by email, or SMS text regarding credit repair. Submitting my personal information above constitutes my electronic signature.

  
GET YOUR FREE CREDIT WELLNESS E-BOOK WITH CONSULTATION

  
WHAT IS CREDIT REPAIR?  
Credit Report Repair is your right to dispute negative listings on your credit report. Items that cannot be verified, must be removed.

Normally, we see these kinds of forms that require us to give away our name and email, or that require us to sign up for something so often that we don't even wonder what are they for.

What happens when you sign up for something or you enter your information or agree to take a free trial? You become a potential customer for the company that provides that service. This means that you are a lead, and companies need leads to advertise, market and sell their products and services.



How about, if I told you that you, only by completing a simple form like the one above, you put somewhere around \$5-10 and going up to \$30 in someone's pocket? You'd probably be amazed, but you wouldn't care too much, since you're not making that money, right? Wrong!

You can be the person that gets \$5-10 when someone enters his or her name and email in a form. The first example you saw, it was a simple form that paid \$1.50 if you directed somebody to fill that offer. The second example is an offer that pays \$10 if the person creates an account. And the good news that the \$5-10 pay is an average, as you can even get \$30 or more for a lead! Not bad for a few minute's work, right?

For example, the offer below pays \$30 if the person is willing to take a free trial! There is a ton of press right now with a weight loss product called HCG. Remember how those Acai berry offers were really hot a couple of years ago? Now the new thing is HCG. Think about how much money you could be making a day if you could get 10-15 people to take the FREE trial!



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**PowerHCG**  
WEIGHT LOSS HAS NEVER BEEN SO EASY

The Next Generation in Weight Loss, Health & Longevity

**“Ready to Lose Weight & Keep It Off?,”**

Try the Product that Everyone Loves!  
152,580 Over 150,000 people have “liked” our outstanding product & support!

**FORMULA FOR 24 HOUR WEIGHT LOSS**

**Where to Ship Your TRIAL BOTTLE**

**FIVE STAR**  
HOMEOPATHIC QUALITY AWARD  
AMERICA'S TOP SELLING HCG PRODUCT

**Lose up to 25 pounds in 25 Days!**

- ✓ Burn Excess Fat
- ✓ No Injections Required
- ✓ Drops Under Tongue
- ✓ No Prescription Required
- ✓ Boost Energy
- ✓ Healthy Weight Loss

**Get Your Bottle Today!**

First Name:

Last Name:

Email:

Phone:

Address:

City:

State:

Zip Code:

**ORDER NOW!**

So, how exactly can you gain money from feeding corporations leads and why does this work? Corporations want to sell their products, but even the best product, if not properly advertised, won't bring them any money because nobody will know of its existence. So, what they need is someone to “spread the news” and bring them leads.

We already covered this part earlier, but here's how it happens and how it works:





Basically, the corporations and companies turn to CPA Affiliate Marketing Networks to get their products advertised. These networks, in turn act as a middle man, since they are not able to take all the workload they get. This is why they pay people to advertise and create lead for the products that they promote. The people who get leads and advertise for the CPA networks are paid according to the number of leads that they generate – leads can be as simple as entering a zip in a form, or as complicated as entering your name, address, email, credit card information, or signing up for a free trial etc. The people who do that are called affiliate marketers – and YOU can be ONE OF THEM and MAKE BIG MONEY!

This book will show you how you can profit from CPA offers, and you will know how you can start promoting and making money through CPA affiliate marketing by the end of this book.

So here's how it all works. First you need to join a CPA network. Joining a CPA company means that you will aid that company promoting the advertisers that have registered with the company to get their service or product promoted.

CPA companies offer two categories of services:



The first category is **Advertisers**. These are companies that pay a CPA network to promote their service or product. Once the company pays the CPA network, their offer goes live within the CPA network's database, and is available for the second category.

The second category is the **Publishers**. The publishers are promoters. When working with a CPA company, **you will be the publisher**, since you will be promoting the products and services listed in the CPA Company's database.

Before you can start making money with CPA you will need to get accepted into a CPA network. So next I'm going to show you how you can get accepted into any CPA Network.

## How to get Accepted into CPA Networks

It is not uncommon for people to say that they were not accepted into a CPA network. This is mostly because they don't have a clear understanding of the way they will be promoting the offers. If the CPA Company thinks that you're a newbie and you will only be wasting their time, then tough luck, you won't be accepted. Truth be told, CPA Companies usually work with seasoned marketing veterans, so you need to do everything in your power



to give them the impression that you know what you're talking about, even if you are a newbie.

This means that you'll need to have a grasp of some basic concepts.

## **Modes of Promotion**

All CPA networks require you to fill out an application, and in that application you will find a listing of the types of promotion from which you have to select the ones you'll be using to promote the company's offers.

The ways of promotion are not few, since you have the option to select pop-ups, text links, PPC, SEO, newsletter advertising, stand alone emails, banner displays, social

media, etc.

If you are not a seasoned marketing veteran, it's better to click "Banners", "Text Links" and "PPC" as options you'll use to promote their offers. Don't worry, once you get accepted you can add more options to the list.



## How to look Professional

### A. Get a Website/Blog

Another very important thing is to have a website, and this has to look as professional as possible. So, if you have a domain name that you don't use, make good use of it and set up your website – the older the domain name is, the better, since it will seem like the site existed for a very long time.

Your website should have a .com name, and take note that there are certain types of websites that are not accepted in CPA networks. The following types are not to be used:

- Pornography
- Violence
- Blackhat websites
- Hatred websites (e.g. gay-bashing)
- Websites with little content or no content at all
- Websites with plagiarized/duplicate content

Now that we have talked about what you don't need to do, here's what you will need to do.



First of all, you don't need to have a complex website. You can set your website to be a blog. It's really easy to do so, because you can use Wordpress as your content management script, which is available for free – and easy to use.

Setting up your website as a blog is an easy, painless and quick process, and with the help of some free themes available online, your site can look professional in no time.

So, once you have Wordpress installed on your site, you will want to get a professional looking theme. Here are some sites that offer free themes, which you can use for your blog:

[www.skinpress.com](http://www.skinpress.com)

[www.freewpthemes.net](http://www.freewpthemes.net)

[www.wpskins.org](http://www.wpskins.org)

Go to the websites above; find a theme that you like, and you're almost done.

### B. Don't use a free email address

Another thing you want to do is to create an email address based off that domain name. You will be using this email address to



contact them – this looks more professional. NEVER USE A FREE EMAIL ADDRESS AS YOUR MODE OF CONTACT VIA EMAIL!

### C. Contents/topic of your blog

Here's the trick. Let's say you are really interested in dating, weight loss and insurance offers. Rather than go and get three different domain names and create three different blogs, I want you to create ONE blog and the topic should be about affiliate marketing.

You want to position yourself as an affiliate marketer. Again, the only purpose of this site is to get accepted into the networks. So, for example, you might register [www.affiliate-news-for-you.com](http://www.affiliate-news-for-you.com) or something to that effect. And then make several posts about affiliate marketing. And specifically make posts about CPA marketing. Don't worry about weight loss, dating, insurance, etc...that will come later.

Post at least seven high quality articles on your blog, and be sure to have it set up in a neat looking format.

### E. Set up a Privacy Policy and Contact Form

If you want to look professional, having a contact form and a



privacy policy will do just that. You can easily set up a privacy policy and contact form using the privacy policy plugin and the contact form plugin that are available for Wordpress. Here are the links:

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

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

## Applying to CPA Networks

Now that you have a blog or website set up, you can apply to the CPA networks. This is a very important stage, which should not be overlooked. You need to have a professional site with good content to be approved into a CPA network, and also you yourself must be and sound like a true pro.

Normally, if you apply to a popular and reputable CPA network, you will get a phone call from them, since all major CPA networks require telephone verification before they accept you into their network. So, expect a phone call from a specialist from the CPA network at any time. You will be asked a few basic questions regarding your modes of promotion.

For example, if in your application form you checked "web



promotion” then they will ask you to verify the site that you will be promoting their offers with, and also if you know what types of offers you will want to promote. Needless to say, you will want to sound very professional and confident when you are speaking about your promotion methods. At the same time, it is best if you keep it short and simple, just stating that you will be developing websites that will cater specifically to the niches that you will be promoting, based on the CPA offers available in their network. You can give your site, the “dummy” site as an example of your work.

Also, if you checked PPC you will be asked about your experience with PPC. Just tell them that you’ll be using Google Adwords, Yahoo PPC and MSN Adcenter to promote their offers. Again, keep it short and simple.

Lastly, if for some reason you do not get accepted into a network, I would suggest calling them. If you pick up the phone and are proactive, a lot of these networks will appreciate that and will be willing to listen to you. It worked for me when I first started and it can work for you as well.





## List of CPA Networks

Now that you are all set up to join a CPA affiliate network, the next step is, of course, to apply to various networks. The more the better, since more work means more money in your pocket.

Here are the ones I use most frequently and that have found to be reliable:

[Neverblue Ads](#) – This is one of my preferred ones because they have a range of CPA offers that have high payouts and excellent customer service.

[Clickbooth](#)-- One of the biggest, oldest and most respected networks out there. They have a ton of exclusive offers that no one else does.

[Maxbounty](#) – This is also an excellent CPA Affiliate network with lots of different offers.

Here's a list of networks, which you can use. The ones with a star next to them are the ones I used over the time and always got paid, so start with those:



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<http://www.acclaimnetwork.com>  
<http://www.addrive.com>  
<http://www.adfinity.com>  
<http://www.adfish.com>  
<http://www.adplosion.com>  
<http://www.adreign.com>  
<http://www.adreporting.com>  
<http://www.ads4dough.com>  
<http://www.adsmarket.com>  
<http://www.advaliant.com>  
<http://www.advertiseisland.com>  
<http://www.advertisingrevenueservice.com>  
<http://www.advertising.com>  
<http://www.affiace.com>  
<http://www.affiliatebot.com>  
<http://www.affiliatecrew.com>  
<http://www.affiliateer.com>  
<http://www.affiliatefuel.com>  
<http://www.affiliatefuture.com>  
<http://www.affiliatenetwork.com>  
<http://www.affiliatesector.com>  
<http://www.affiliatewindow.com>  
<http://www.affiliator.com>  
<http://www.agamimedia.com>  
<http://www.aptimus.com>  
<http://www.aquasismedia.com>  
<http://www.asseenontvnetwork.com>  
<http://www.atminteractive.com>  
<http://www.axill.com>  
<http://www.azoogle.com>  
<http://www.bigbrandnetwork.com>  
<http://www.bigtopnetworks.com>  
<http://www.bloosky.com>  
<http://www.bluefn.com>  
<http://www.bluelithium.com>  
<http://www.bluephoenixnetwork.com>  
<http://www.bountycpa.com>



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<http://www.budsinc.com>  
<http://www.bulletads.com>  
<http://www.canadiansponsors.com>  
<http://www.capitallnetwork.com>  
<http://www.cashengines.com>  
<http://www.clickbooth.com>  
<http://www.clickmegacenter.com>  
<http://www.clickxchange.com>  
<http://www.clixgalore.com>  
<http://www.coldcashpartners.com>  
<http://www.commissionmonster.com>  
<http://www.commissionsoup.com>  
<http://www.commissionxchange.com>  
<http://www.constantclicks.com>  
<http://www.convert2media.com>  
<http://www.copeac.com>  
<http://www.coprospcr.com>  
<http://www.cpaemarket.com>  
<http://www.cpaempire.com>  
<http://www.cpajunction.com>  
<http://www.cpastorm.com>  
<http://www.cpauniverse.com>  
<http://www.credit.com>  
<http://www.cyberbounty.com>  
<http://www.dalennetwork.com>  
<http://www.darkblue.com>  
<http://www.directleads.com>  
<http://www.directroi.com>  
<http://www.dmiipartners.com>  
<http://www.dragonmediaonline.com>  
<http://www.eadexchange.com>  
<http://www.eadvertising.com>  
<http://www.eaffiliatez.com>  
<http://www.edebitpay.com>  
<http://www.empiricads.com>  
<http://www.epicenternetwork.com>  
<http://www.essociate.com>



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<http://www.ferbine.com>  
<http://www.filinet.com>  
<http://www.financialaffiliatemarketing.com>  
<http://www.fineclicks.com>  
<http://www.firelead.com>  
<http://www.floppybank.com>  
<http://www.fluxads.com>  
<http://www.focalex.com>  
<http://www.go2directads.com>  
<http://www.hydranetwork.com>  
<http://www.icommissions.com>  
<http://www.idealrevenue.com>  
<http://www.idicampaigns.com>  
<http://www.incentaclick.com>  
<http://www.incentivematrix.com>  
<http://www.incentreward.com>  
<http://www.innovationads.com>  
<http://www.instantdollarz.com>  
<http://www.ironoffers.com>  
<http://www.jumboaffiliates.com>  
<http://www.leadermarkets.com>  
<http://www.leadflash.com>  
<http://www.leadgenetwork.com>  
<http://www.leadhound.com>  
<http://www.levelclick.com>  
<http://www.linkconnector.com>  
<http://www.linkmo.com>  
<http://www.linkprofits.net>  
<http://www.linkrads.com>  
<http://www.linkshare.com>  
<http://www.linkvalu.com>  
<http://www.luckypacific.com>  
<http://www.marketdraw.com>  
<http://www.marketleverage.com>  
<http://www.maxbounty.com>  
<http://www.metareward.com>  
<http://www.midtenmedia.com>



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<http://www.modernclick.com>  
<http://www.morningfalls.com>  
<http://www.motiveinteractive.com>  
<http://www.ncsreporting.com>  
<http://www.netklix.com>  
<http://www.netmargin.com>  
<http://www.nettraction.com>  
<http://www.neverblueads.com>  
<http://www.nitroaffiliates.com>  
<http://www.offerfusion.com>  
<http://www.offersquest.com>  
<http://www.offertrack.com>  
<http://www.offerweb.com>  
<http://www.offerwise.com>  
<http://www.offerz.com>  
<http://www.omguk.com>  
<http://www.oridian.com>  
<http://www.ourfreestuff.net>  
<http://www.paidonresultes.com>  
<http://www.pantheranetwork.com>  
<http://www.partnerweekly.com>  
<http://www.payaff.com>  
<http://www.perfectpaycheck.com>  
<http://www.primaryads.com>  
<http://www.profitcenternetwork.com>  
<http://www.profitistic.com>  
<http://www.redmccombsmedia.com>  
<http://www.responsivedata.com>  
<http://www.revenuegateway.com>  
<http://www.revenueloop.com>  
<http://www.revenuestreet.com>  
<http://www.rexdirectnet.com>  
<http://www.rextopia.com>  
<http://www.rocketprofit.com>  
<http://www.roimatrix.com>  
<http://www.roirocket.com>  
<http://www.search4clicks.com>



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<http://www.shareasale.com>  
<http://www.sharerresults.com>  
<http://www.specificmedia.com>  
<http://www.sprintrade.com>  
<http://www.stellarads.directtrack.com>  
<http://www.superaffiliatesoft.net>  
<http://www.swmark.com>  
<http://www.synervation.com>  
<http://www.tarsus-media.com>  
<http://www.thebizoppnetwork.com>  
<http://www.theignitenetwork.com>  
<http://www.theleadstream.com>  
<http://www.thinkaction.com>  
<http://www.topnichepartners.com>  
<http://www.tradedoubler.com>  
<http://www.trafficmarketplace.com>  
<http://www.trafficneeds.com>  
<http://www.trafficsenergy.com>  
<http://www.trafficsystem.com>  
<http://www.trafficvenuedirect.com>  
<http://www.turn.com>  
<http://www.turn2offers.com>  
<http://www.valuead.com>  
<http://www.valueclick.com>  
<http://www.vayanpays.com>  
<http://www.vhmnetwork.com>  
<http://www.webclients.net>  
<http://www.webgains.com>  
<http://www.webmasterlife.com>  
<http://www.websponsors.com>  
<http://www.xy7.com>  
<http://www.z-mirage.com>



## Choosing the Best CPA Offers

By now, you should have already been accepted into one or more CPA networks. I would recommend that you sign up for at least 6 or 7 networks, because if you are not happy with one, the other might offer you a better option aka price per lead.

Before we get into the specific types of offers, let me point out the importance of your assigned Affiliate Manager or "AM". When you are accepted into a network, you will be assigned an AM. You can call them, email or IM them for support.

Whenever I join a new network, I always have a quick chat with my AM. Here are the things I'm trying to discover:

- **Which offers are performing well right now?** (e.g. free trials, zip submits, dating, etc.)
- **Which type of traffic is going to those offers?** (mailers, social media, ppc, etc.)
- **What are the traffic sources?** (facebook, google, etc.)



Don't be shy about asking...your AM knows that if you are successful then they are successful.

First we'll focus on getting the best offer, as each category you can promote has a different payout rate.

Usually, lead generating type of programs will make you the quickest money in the shortest time. However, these can be divided in two different categories: Big Commitment and Small Commitment.

## **Small Commitment CPA Offers**

Small commitment is just a marketing term for the types of offers don't require the user to make a big decision. Zip code or email submits are good examples. Typically you will see the "Win A Free Gift Card" offers and these are small commitment. The user doesn't have to consider if they are giving out too much information or if they are going to purchase the product...thus the small commitment.

The advertiser doesn't pay you a great deal for these leads (maybe \$1-\$3 per lead) but again, they have a higher conversion rate than higher involvement offers because the decision process and mindset is different.



Here is an example of a “small commitment” offer you will find among the CPA offers:



The above is a perfect example of a small commitment CPA offer because the “hook” used to capture customer’s attention is in the headline, meaning that people are most likely to enter their email address to obtain the “FREE” offer “ Get The New iPad2”.



## Big Commitment CPA Offers

CPA offers that require more than just a zip code or email address are considered “higher commitment”. In other words, the user would have to stop and think about the information they are giving you and they might have to actually purchase something.

Here’s an example of a big commitment CPA offer:

**Melt Away Fat!**  
And Lose **15** lbs for Summer!

As Seen on:

Now, losing weight is as Easy As 1-2-3!

- **Burn** Calories
- **Boost** Metabolism
- **Suppress** your Appetite
- **Lose** Weight Quickly!

**ACT NOW TO CLAIM YOUR COMMITMENT-FREE BOTTLE!**

**COMMITMENT-FREE!**  
Hurry, Bottles are flying off the shelves!

First Name:   
Last Name:   
Phone:   
Email:   
Address:   
City:   
State:   
Zip code:

**SEND ME SLIM365!**

EXCLUSIVE ONLINE OFFER  
**ACT NOW!**

**REAL PEOPLE. REAL RESULTS.**

"I lost 26 pounds so quick!"



The above offer is an example that requires the customer to purchase a “Free Trial” – however, they still have to pay for postage at when they checkout. The hook used to attract the customer is “Free Trial” and it also offers compelling testimonials on the landing page.

The offer above pays \$30 but the conversion rate isn’t that high.

Another offer that requires a big commitment decision is presented below. Basically, it requires the customer to subscribe and pay \$9.99 a month – this isn’t as easy as simply submitting an email address, therefore, it also has a lower conversion rate.



**FORMULA**

QUIT YOUR JOB. MAKE PASSIVE INCOME. BE HAPPY.

**SEND RINGTONE TO YOUR MOBILE**

Get MP3 Ringtones & More with this Plan  
Access 1000s of Ringtones in Seconds!

1 ENTER YOUR NUMBER    2 ENTER YOUR PIN    3 GET YOUR DOWNLOAD

**STEP 1: ENTER YOUR CELL NUMBER**  
Your mobile number (e.g. 999-999-9999)

By clicking Next you agree to the [Terms of Service](#)

**NEXT**

Get 4 Ringtones, 6 Graphics & 1 Game for only \$10.00/mo.

\* Games are not supported by all handsets

TELUS    Bell    ROGERS    fido

The advertisement features a large yellow arrow pointing to the right, a mobile phone displaying a Katy Perry ringtone, and logos for Telus, Bell, Rogers, and Fido at the bottom.

## A Quick Look at the Best CPA Categories

We have taken quick look different types of offers, but the question on your mind is “Okay, so what do I choose to promote? Which are the best offers to focus on and get the green stuff going?”

Personally, I focus on smaller-to-medium commitment offers (somewhere between Small and Big commitment but probably closer to the lower end). Now let’s take a look at the different



CPA categories which you can promote and make some fast and easy money.

Below you can see a screenshot taken from Neverblue Ads Affiliate Network, and as you can clearly see, there are plenty of categories to choose from.



Of course, it's entirely up to you which category you will want to promote and focus your attention on. I'm going to tell you about the categories I focus on and get me a nice profit.

## Email and Zip Submits

Of course, this category has a very big conversion rate (aka the percent of people that get "hooked" on the offer after viewing it) but it is at the same time the lowest paying option available.



If you want to make big money using Zip and Email submits then you will need some decent volume to start with, as the typical “zip submit” pays \$1.20 on average, while the “email submit” pays somewhere around \$1.50.

The easiest converting offers are the “zip submits”. Basically, all that a person needs to do so that you get paid is to insert their zip code into a form. From my experience the conversion rate is somewhere around 40%-50%. Of course, you need to generate traffic to the site. It’s true that you get paid as soon as the person enters their zip code, but there’s a continuation form.

It is very important that your leads convert into full lead sales for the advertiser. It’s not something that pays you extra, but it keeps the advertiser happy, and a happy customer is a returning customer. What do I mean by this? Well, when the advertiser pays you for email submit leads they are hoping that those email users will actually turn into paying customers or truth be told, they can sell those leads for money. That is how the advertiser can monetize your email submits. If they find leads generated from your account are turning a profit for them, they will be happy.



Of course, you could also make money using fake leads. This is not recommended, since in the long run it won't be profitable – as soon as the site finds out that your leads are fake, there is a strong possibility to terminate you from the affiliate network, or at least be banned from promoting any other zip submit offers.

You should always deliver true traffic, as you can make some serious money with zip submit offers. Below you have a typical zip submit offer, where the person has to simply enter their zip code and you get paid. After they submit their zip, they move on throughout the process of getting their \$500 Pottery Barn card.





It's understood that the person won't simply get a \$500 Pottery Barn card just for submitting their zip code. You get paid when they enter their zip code, but in order to get their gift card they'll most likely need to complete a couple of free non-obligation offers – this is the "catch" with zip and email submit offers.

Zip offers are good, but you won't find as many as you find when it comes to email submit offers. These pay a few cents more than zip submit offers and are available in abundance. Here's an example:

**PETCO** **FREE \$500**  
Where the pets go.  WITH THE COMPLETION OF PROGRAM REQUIREMENTS **GIFTCARD**

To check for availability in your area, enter your EMAIL here:  **CONTINUE >**







Of course, in the case of email submit offers you get paid as soon as the person enters their email, but they will have to complete a few free offers to be eligible to claim their prize.

You should know that email submits are more valuable since, even if the person doesn't continue with the offer, their email was captured, along with them agreeing to the privacy policy of the company that advertises the offer. This means that now the advertiser has a lead that they can use to market their services and products to. That's how email submits works. Your job will be to get as much traffic as possible. The conversion rate, in my experience is 30-35% on most email submit offers.

Here's what I found to be very useful in increasing the conversion rate:

First, you want to pre-sell the user on the offer. If you promote the email submit offer on your web-page, then write a paragraph of text that informs the user beforehand what they can expect from the offer. Let them know that simply by entering their email they can be eligible for a free iPod or whatever you're promoting.

Second, you want to match your niche to a relevant email submit offer. This means that if your website is about iPods, then you should find an iPod email submit offer to promote. Your



conversion rate will truly sky-rocket if you target your email submit offers specifically to your niche. Of course, you can set up a new website simply to promote that offer – nobody’s stopping you ;)

## Financial Offers

In most CPA networks you will find a whole section of financial offers. These range from credit cards to loans, credit scores, payday loans and debt relief, and are usually high paying offers. If you target them correctly, these offers can have a very high conversion rate.

A very important thing that you must keep in mind is the fact that these offers don’t require the person to purchase anything, as they are usually “lead” type offers. Usually the industry calls these “lead gens” and they don’t require credit card data. This means that you are paid only to make a person submit their name, telephone number, address and other information in a form. There are quite a few types of financial offers available, so we will focus on some of them.



## Credit Score Offers

These types of offers usually ask the user to sign up for a free credit report which includes credit monitoring. Credit monitoring is a free trial, but the user needs to input a credit card number since after the free trial, the monitoring is going to be charged to the credit card on file.

Payment for these offers is usually \$15-\$20 for every person that signs up for the offer through your affiliate link. The conversion rate ranges from 5% to 10%. You might think that this is a low conversion rate, and it's true. However, keep in mind that the fact that the user needs to input their credit card number lowers the conversion rate.

Targeting users who actively seek a credit report might increase the conversion rate, but as always, it's very important to pre-sell the user. You can do that by writing about the importance of checking your score, and if you have had active monitoring tell the users how this benefited you. What you want to do when pre-selling the offer is to recommend the service beforehand, so that when they reach the offer, they are already looking to sign up.

REMEMBER: Pre-selling the service will increase your conversion rate on these types of offers.

Here's an example of a typical credit score offer:



As you can see, the offer promotes a “better life” through their credit score service, and the emphasis is placed on the word “free”. However, once the user will input the information on their credit card number they’ll be charged after the free trial. If you pre-sell the offer, make sure that you mention this, and let the user know what to expect.



## Debt Relief Offers

**Financial Strength Center**  
DEBT TIPS & SOLUTIONS

*Families Overwhelmed in Debt  
Take Advantage of New  
2011 Debt Program*

Your Free Debt consultation starts with a no-obligation assessment of your current debt and finances:

- Potentially reduce your debt
- Create financial strength
- Establish financial goals
- Get coaching & mentoring
- Increase your savings

Get free recommendations and start on the path to become Debt Free at completion of program.

**Credit card debt?**  
Select One

**Are you current on your bills?**  
 Yes  No

**What is your primary source of income?**  
Select One

**How do we reach you?**

First Name  Last Name

Email Address  Phone No.

Alternate Phone (Optional)  Zip

**SUBMIT**

Needless to say, these offers can truly be pre-sold to the user on the benefit of eliminating debt, especially with today's economy. This is a great way to make some extra money, because debt seems to be a severe problem, and most people are looking to reduce their debts as much as possible.

Now, if you were to pre-sell this offer, you could make a post on your blog speaking about the various ways of reducing debt, and recommend the CPA offer. Be cautious since you don't want to sound like a car salesman – you want to be subtle when recommending this offer.



Usually, the payment for these offers range between \$15 and \$25 for every person you refer through your affiliate link. If your blog is geared towards debt relief, you should be able to get a few people to complete the offer each day.

Remember! It's very important that whatever offer you promote on your blog, it has to be specific to your blog niche in general, as it will increase your conversion rate. I found it very useful to share a personal story when it comes to debt relief offers. It doesn't have to be your story – it can be the story of a friend. Just make sure that it's personable, engaging and that the end result shows the importance of debt relief. This works well for pre-selling the offer without pushing the user into the debt relief offer.

Another thing that you want to have in mind is to review all the offers available in each network before selecting a debt relief offer. Focus on the highest paying offer that has a landing page with clear instructions regarding what the user needs to do to complete the offer. Select the landing page that you think will bring you a high conversion rate. If you thought wrong, then simply switch to another offer, and see how it performs. I personally, test each offer for a week to see which one is performing the best, and then I stick to the best performing offer.



## Payday Loan Offers

These offers pay very well but I will warn you that they can be controversial. For example, the offer below pays \$57 per sign up.

The controversy comes because there are a lot of unscrupulous marketers who will “trick” people into getting the signups. They might promise the user the money for free or just mislead them in general.

It’s a shame really because these loans are very helpful in times of need. But to misuse them can be costly because of the high interest rates. I only bring up the controversy because if you plan on using specific ad networks such as Google, you can forget it. They won’t allow you to run these offers or will make it very difficult to get them approved. Same thing goes for certain weight loss offers as a fallout to the Acai berry promotional methods.

Anyway, here’s how a typical offer looks like:



**FORMULA**

QUIT YOUR JOB. MAKE PASSIVE INCOME. BE HAPPY.

**4K FORMULA**  
QUIT YOUR JOB. MAKE PASSIVE INCOME. BE HAPPY.

**FaxFreeCash**

**EXTENDED PAYMENT PLAN**  
Most lenders require low interest payments every 2 weeks. However, FaxFreeCash offers extended time to pay off the loan. Balance: \$6,353.00/0.00. [View Details](#)

**Secured by** **about to verify** 2011-04-05  
ABOUT BILL CERTIFICATES

APPLY NOW HOW IT WORKS FAQ

**Do you need extra cash?**

- ✓ Cash as fast as **1 hour!**
- ✓ Secure and safe
- ✓ Instant approval
- ✓ No credit checks

**Apply Now!**

*Get rid of those bills*

**PAST DUE**

**Start your 7 minute application!**

How much cash do you want?

First Name

Last Name

Email

Zipcode

**Apply Now!**

**Secured by** **about to verify** 2011-04-05  
ABOUT BILL CERTIFICATES

**1 Apply Now**  
Completely Online

**2 Quick Approval**  
Completely Online

**3 Cash Today**  
Get Funds Fast

Get the CASH you NEED Today... Without the Paperwork!  
Here at FaxFreeCash.com we understand that YOUR time is valuable! That's why we launched FaxFreeCash.com, our convenient, paperless cash advance loan finding service and YOUR one-stop online stop for finding a same-day cash advance.

**FaxFreeCash Testimonials**  
You can get the money you need to use as a down payment for a car. Apply with FaxFreeCash and get your cash right away!  
 Cindy R. - California

As you can see there is quite a lot of information that needs to be inputted, but for the price they pay, it's well worth the trouble.

Now, you might wonder how you should promote this kind of offers. The way to do it is to relate to the user. On your website or blog, you should discuss the pros and cons of payday loans and provide visitors tips to get the loan and how they can get it paid off as fast as possible. When you help the user, you are building trust, so they will be more likely to sign up with the payday loan that you recommend on your site or blog.





Keep in mind that most people looking for payday loan offers are in desperate need of money, and are actively looking for help. And if you give them the help they need, they are most likely to sign up, and you'll get paid for every application. Needless to say, 20 applications per month really ensure you a nice profit!

What you could do would be to set up a site and talk specifically about payday loans (or it could as well be about anything financial in general). You can really make a big profit from these offers. You should keep your site targeted as closely as possible to the CPA offer that you are promoting if you want to get a good conversion rate.

You should always review each network you're a member of for payday loan offers, and make sure that you choose the one you think that is going to have the biggest conversion rate.

I was able to make a lot of money with these offers about a year ago doing the following:

1. I contacted an overseas call center and gave them my requirement that I need people who are in need of fast cash.
2. These call centers are typically calling lots of consumers about different types of debt/bankruptcy/refinance offers. So they keep track of the information for the consumer.



3. What some of these call centers will do is either sell you that data directly or they can do a “process” as they like to call it. A “process” is what they would call a project whereby they do the calling to the consumers on your behalf. This option is more complicated as you have to give them call scripts and keep tabs on them, etc.

So, I opted to buy the data. The call center said they had just finished a process for a large financial institution on individuals with over \$20k in debt.

4. I then simply hired someone to call them up and pitch the payday loan offer over the phone. If the consumer was interested, we simply sent them to the website via our affiliate link and had them complete the offer online. I am not kidding when I say that about 35% of these calls converted to completed applications. Considering the payout on these offers is about \$60, you can imagine how easy it is to make money very quickly.

Bottom line...find a call center (typically India or Phillipines) who will sell their leads and work out a price with them. Always ask for a sample of the data first to test it out.



## Diet/Weight Loss Offers

**Acai Ultra Berry Slim**  
**LOSE WEIGHT, FEEL GREAT!**  
"UP TO 12.3 LBS PER MONTH\*" 

- ✓ Lose Weight This Month
- ✓ Cleanse Your Body
- ✓ Support Healthy Metabolism
- ✓ Advanced Thermogenics
- ✓ Promotes Overall Health

**1 MONTH**  
to your best body ever!

Start My Trial Today!  
Send My Bottle to:

First Name:   
Last Name:   
Address:   
City:   
State:   
Zip:   
Phone:   
Email:

**SEND MY TRIAL ORDER**

**Act Now And: Get Your EXCLUSIVE BOTTLE!**

**HURRY!** Acai UltraBerry Slim Trial Offers are Very Exclusive. Limit 1 Per Household.

100% Secure SSL Encryption

What you should know is that people are buying all sorts of pills to lose weight, and since they do it, you have a serious opportunity to make real money. You might think that the weight loss market is saturated, but consider this: there are tons of offers out there, but this is simply because it's working – the average person doesn't just buy one product, they buy more and see which one works best for them, and in this case, promoting CPA offers that deal with weight loss can be really, really lucrative.

Normally, the price is somewhere around \$25 and 35\$, and the conversion rate is 1-5%. It's not a great conversion rate, but

with enough traffic, the 25\$ or 35\$ can add up pretty fast – in just a month with 10 people you can have an extra 350\$, which is not bad!

## Skin-Care & Anti-Aging

**Pure Collagen**  
anti-aging facial serum

**The Injection Free Solution to Look Younger Instantly**

- ✓ Helps rebuild Collagen, conceal age spots and discoloration
- ✓ Lifts and firms skin while reducing fine lines
- ✓ Great for dry and dull skin, neck wrinkles and skin tone
- ✓ Paraben and toxic free

**After**

**Don't go under the Needle until you try this!**  
Breakthrough anti-aging serum combines three scientifically advanced wrinkle-reducing ingredients for real results. If you're looking for a non-injection way to look younger, now is your chance to try a top anti-aging product.

**Before**

For a limited time, you can try a full supply of our leading Anti-Aging Facial Serum.

**Where should we send your Trial bottle?**

Country:

First Name:

Last Name:

Street Address:

City:

State:

Zip Code:

Phone:

Email:

This is definitely one of the most niche-specific categories, as it targets women who are starting to see the effects of age on their skin. This is a great way to make some money. Usually women over 45 are inclined to try these offers. There are many products, and many offers which help get rid of wrinkles and age spots. What you will want to do is to find anti-aging products that complement each other, since this way, you will be able to



recommend both products on your blog and make two sales instead of one.

Let's say that you find an offer that helps eliminating wrinkles, and then you find a follow up offer that helps moisturizing or something like that. What you will want to do, is to write on your blog or site about the benefits for product number one, tell users how it benefited you or someone you know – of course, you can lie or you can generalize the benefits of the products and use them as you pre-sell pitch. After you mentioned product number one, you can mention product number two as an addition to the overall skin care needs. This way, when you combine the two, you will make \$60 per sale, providing that both are \$30 per sale and on free trial.

Usually, the skin market offers free trials, and needless to say, this will tremendously help your conversion rate - the buyer usually only needs to pay for shipping and handling.

So, what you will want to do is to browse through the CPA networks you're a member of, and find skin care products that offer free trials as these will have a higher conversion rate. Once you find two products that offer free trials, promote them on your site or blog.



## Insurance Related Offers

With today's economy people are always looking for good deals on insurance. Even before, the situation was very similar, so this means that you can profit from it, and you can make good money with insurance related CPA offers.

Consider that it doesn't take much for a person to complete a CPA offer that relates to insurance. This is especially valid when it comes to car insurance offers. In most cases, all that is required in an insurance offer is for the user to complete his or hers name, email address, address and telephone number – you get paid for this type of lead. The price range for these offers is somewhere around \$9-\$30, depending on how much information is needed on the form and, of course, the type of insurance offer.



**FORMULA**  
QUIT YOUR JOB. MAKE PASSIVE INCOME. BE HAPPY.

As a rule, car insurance pays less than health insurance. Where car insurance pays \$9 per lead, a health insurance pays \$30 per lead. This is mainly because it takes a lot less information to be filled out in car insurance forms, while health insurance leads require more information.

My recommendation is, if you want a big conversation rate, to stick to car insurance since these offers require no obligation leads and less information to be submitted.



Your site should discuss the importance of car insurance and the ways it benefits having one. Once you discussed all the pros and cons, introduce the users to the offer that your are promoting. If you use this method, your conversion rate will be much higher than when you have a random site with auto insurance offers within it.

REMEMBER : Every offer you promote should be targeted!

## Entertainment Offers

This is an often overlooked category but I can tell you that it can be very lucrative. The more popular offers here are related to movies and television. Specifically, services that allow you to rent/stream movies or watch or subscription-based television such as DirecTV.

Usually you will find offers from Blockbuster or Netflix but also some television offers as well. And the movie ones convert very well from my experience. With the economy down right now, less people are actually going to see movies in theatres. And Netflix is very popular right now and has good brand recognition so there is trust.



Here's an example of an offer that pays \$19 for a Free Trial:

The screenshot shows the Disney Movie Club website interface. At the top, there's a navigation bar with links for MOVIES, TV, MUSIC, LIVE EVENTS, BOOKS, PARKS & TRAVEL, and STORE. Below this is a secondary navigation bar with CHARACTERS & STARS, GAMES, VIDEOS, CREATE, and MY PAGE. A search bar is located on the right. The main banner features the text "GET 4 DISNEY MOVIES FOR \$1!" in large yellow letters, with "PLUS A FREE MYSTERY DVD!" below it. A starburst graphic says "PLUS Free Shipping! on initial order". To the right, there are buttons for "Log In Here" and "Click Here". Below the banner is a three-step process: 1. PICK MOVIES, 2. SIGN UP, 3. RECEIPT. The "PICK MOVIES" section shows a grid of movie covers with "ADD DVD" buttons. The "Selected Movies" section on the right lists the chosen movies: Toy Story 2, Toy Story Special Edition, Toy Story 2 Special Edition, The Soccerer's Apprentice, and The Princess and The Frog. It also offers a "Take Your First Bonus DVD for Only \$14.95!" and a "Take a Second Bonus DVD for 1/2 Price - \$9.95!".

Now, renting a movie is the best way to enjoy it, and when the offer tells you that you can rent as many movies as you want then you can be sure that people are going to submit their data!

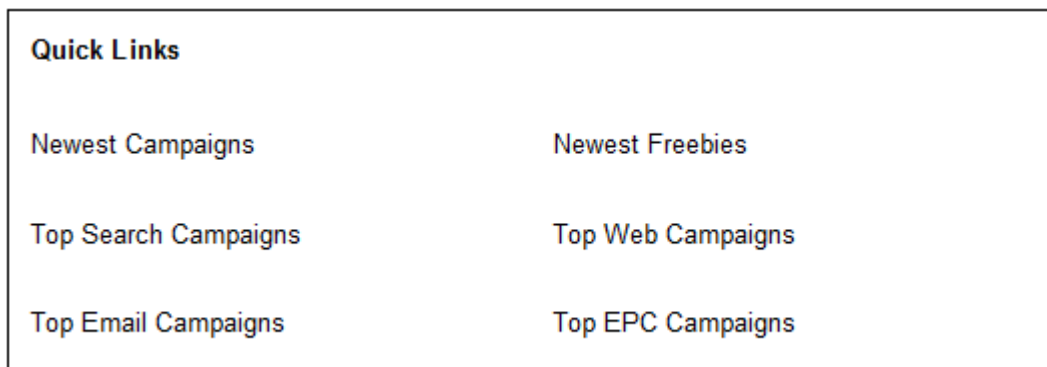
One final note on how to choose the best offers...and this could be the most important one...



## Use the CPA network's stats to help you determine what is hot and what affiliates are making money with.

For example, in Neverblue Ads you can see which offers are making the most money for the network and also useful info such as the EPC or Earnings Per Click.

Here's a screenshot from Neverblue to show you what I mean:



If you were to click on "Top Web Campaigns" here is what you would see:



**FORMULA**

QUIT YOUR JOB. MAKE PASSIVE INCOME. BE HAPPY.

Campaigns Find Campaigns Mobile Optimized Campaigns Request A Campaign

Find Campaigns Showing 20 of 20 campaigns Page: 1

Campaign Name / Group	Launched	Network Earnings	EPC	Lead	Sale	Verticals	
Groupon UAE	2011-01-20		*	\$1.00 / Lead		Coupons	
Scholarships 4 Moms	2009-04-01		*	\$4.00 / Lead		Education	
Mature Dating Only	2011-02-25		*	\$3.60 - \$11.25 / Lead		Dating	
Scholarships 4 Working Adults	2010-05-14		*	\$4.25 / Lead		Education	
Scholarships Zone	2009-06-18		*	\$4.10 / Lead		Education	
The Credit Score Store	2011-03-09		*	\$22.50 / Sale		Financial	
SmileyCentral - Run/Run US	2011-02-16		*	\$2.65 / Lead		Downloads	
Scholarships 4 Dads	2009-09-22		*	\$4.15 / Lead		Education	
Popular Screensavers - Run/Run Western Europe	2011-02-07		*	\$0.20 / Lead		Downloads	
Journey Pass - \$100 Target Gift Card Voucher	2011-02-15		*	\$18.75 / Sale		Membership Clubs, Tourism	
Tara Medium UK	2010-09-22		*	\$1.55 / Lead		Entertainment, Freebies	
Gerber Life - Children's "Grow-Up" Insurance Plan	2010-11-30		*	\$25.00 / Lead		Insurance	
Style My House (Sweepstakes)	2010-02-18		*	\$3.00 / Lead		Ecommerce	
Film Fanatic Toolbar	2010-06-16		*	\$1.75 / Lead		Downloads	
Valu Pass - \$100 Walmart Gift Card voucher	2011-02-22		*	\$18.75 / Sale		Membership Clubs, Tourism	
Page Rage - US (New)	2011-02-17		*	\$1.75 / Lead		Downloads	
Coupon Alert Toolbar UK	2011-04-21		*	\$1.75 / Lead		Downloads	
Canoodle.com US	2011-01-21		*	\$4.65 / Lead		Dating	
Cash Financial Express	2010-04-06		*	\$13.50 / Lead		Financial	
Popular Screensavers - Run/Run US	2011-02-07		*	\$2.50 / Lead		Downloads	

Show 60 / Page 1

You will note that the top web campaign they are running is for Groupon. It pays \$1.00 for a simple email submit. But I personally like the Scholarships 4 Working Adults offer which is paying out at \$4.25.

So, what does this list tell us? That these offers are converting and making affiliates a lot of money. Using this data, along with communicating with your AM will help you determine the real winners in each network.



Did you know that most CPA networks hide some of their best offers? Yup, it's true. They do this because they make them available to only a small handful of affiliates who can drive big numbers and they don't want the offer to get saturated too quickly on the web. Another reason they do this is test offers to see how they perform.

So, just because you don't see an offer listed in your CPA account doesn't mean they don't run it. In fact, if you know about a well performing offer in one network, chances are it is in several networks...and guess what...the payout to you can vary with networks so it is in your best interest to shop around.

## Creating Sites for CPA Profit

OK, now we've reviewed the different types of offers and how to figure out which ones will work for you.



The next step is put together a simple site for each of these offers.

You will most likely by now have decided on some niches to pursue and I now want to give you an example of a type of site I might put together.

Let's pick something in the beauty arena as I know some topics and offers that are really hot right now in that sector.

The first thing we want to do is some market research. Let's use the [Google Keyword Selector Tool](#).

OK, the first thing you want to do when conducting this research is to put yourself in the user's shoes and really understand what they might type into Google.

Let's take a women's perspective. One thing I know women can't stand is cellulite. Some would rather be a bit overweight with no cellulite than having those troublesome dimples!

So, when doing our research, instead of simple typing "cellulite" into our keyword tool, let's type in "get rid of cellulite".

Here's what we get:



**FORMULA**

QUIT YOUR JOB. MAKE PASSIVE INCOME. BE HAPPY.

Download	View as text	More like these	Keyword	Competition	Global Monthly Searches
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	☆ <a href="#">get rid of cellulite</a>		74,000
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	☆ <a href="#">getting rid of cellulite</a>		74,000
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	☆ <a href="#">how to get rid of cellulite</a>		40,500
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	☆ <a href="#">get rid cellulite</a>		74,000
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	☆ <a href="#">get rid of cellulite naturally</a>		2,400
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	☆ <a href="#">how to get rid of cellulite on thighs</a>		8,100
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	☆ <a href="#">get rid of cellulite on thighs</a>		9,900

You can see that “Get rid of cellulite naturally” has very little competition and about 2600 global monthly searches.

Next, let’s see what the competition looks like:

get rid of cellulite naturally Search

About 1,610,000 results (0.09 seconds) Advanced search

- [12 Ways To Get Rid of Cellulite Naturally | Holistic Nutrition ...](#) ☆   
End Your Struggle With Cellulite! **Getting rid of cellulite naturally** is all about two important things: Diet and Exercise. Cellulite is basically a.  
[www.healthlady.com/articles/cellulite/](http://www.healthlady.com/articles/cellulite/) - Cached
- [How to Get Rid of Cellulite Naturally - Cellulite](#) ☆   
There is a perfectly natural way of **getting rid of cellulite**. As a matter of fact, there are a few natural cures for **cellulite** that can be used right from ...  
[www.celluliteremovalmethods.com/natural-way-of-getting-rid-of-cellulite.html](http://www.celluliteremovalmethods.com/natural-way-of-getting-rid-of-cellulite.html) - Cached - Similar
- [Get Rid of Cellulite Naturally – Exercise and Diet](#) ☆   
Women with terrible cellulite may find that they need an effective and natural cellulite treatment to **get rid of cellulite naturally**. Regardless of the.  
[reducecellulitetips.com/get-rid-of-cellulite-naturally-exercise-and-diet/](http://reducecellulitetips.com/get-rid-of-cellulite-naturally-exercise-and-diet/) - Cached - Similar
- [Naturally Get Rid Of Cellulite: Shape Magazine](#) ☆   
Home > Weight Loss > **Get Rid of Cellulite-Naturally** ... Most women have it, no woman wants it, and we spend tons of money trying to get rid of it. ...  
[www.shape.com/weight-loss/get-rid-of-cellulite-naturally](http://www.shape.com/weight-loss/get-rid-of-cellulite-naturally) - Cached
- [How to Get rid of cellulite naturally, cellulite treatment](#) ☆   
Apr 24, 2011 ... <http://www.HowToGetRidofCelluliteNaturally.net> Do you wanna know How To **Get Rid of Cellulite Naturally**? Eliminate it with a cellulite ...  
[howtogetridofcellulitenaturally.net/](http://howtogetridofcellulitenaturally.net/) - Cached -



So, we've found ourselves a nice long-tail keyword to use and I want you to notice the 5<sup>th</sup> search result:

<http://www.howtogetridofcellulitenaturally.net>

Here is what the site looks like:

The screenshot shows a website titled "HOW TO GET RID OF CELLULITE NATURALLY" with the tagline "Just another WordPress site". The navigation menu includes "Eliminate Cellulite", "How To Get Rid of Cellulite Naturally", and "Exercises To Get Rid of Cellulite". A search bar is located in the top right corner.

The main content area features a large image of a woman's back and buttocks with the text "How to Eliminate Cellulite" and "Dimples & Inches in Weeks!". Below this, a list of benefits is shown with checkmarks:

- All Natural Ingredients for Easy Absorption
- Works for both Men and Women
- No Residue or Bad Odor
- No Tingling Sensation
- Results in a Few Weeks

Below the benefits, there is a section titled "ADS SEEN ON" with logos for msn, CNN.com, FOX, NBC, and USA TODAY. A large green button says "CLAIM YOUR FREE PACKAGE" with the note "Limited Time Offer (after rebate)".

On the right side, there is a video player showing a man speaking, with a play button overlay. Below the video is a "LIMITED TIME OFFER" section with a "RUSH MY ORDER!" button and the text "WHERE DO WE SEND YOUR TRIAL ORDER?". Below this, there are several links and text:

- [Firm Butt in under 90 Days](#): The best workout for a firm butt. Lose weight and cellulite for good.
- [Trick To Flatten Your Belly](#): The Fastest Way To Flatten Your Stomach & Shape-Up Your Hips & Thighs.
- [Cellulite Treatment Book](#)

At the bottom left, there is a section titled "Anti-Aging Creams - How To Tell Which One Is Best?" dated April 24th, 2011, by Dexter Fulton, with "No comments" listed.



This is the exact type of site we want to build. I show you this so you can see what the end result should be.

But the step between doing your keyword/market research and getting the site put together is to first start with securing the domain name.

Let's back up. First we picked a niche, then we did some market analysis and now we are going to secure a keyword-rich domain name.

In this case, I would simply go to [Godaddy](#) and see if I could secure [howtogetridofcellulitenaturally.com](#) since the .net is already taken.

By the way, [Godaddy](#) is now offering \$5.99 .com domain names (which are usually \$12.99).

Find a keyword-rich domain that is suitable for your keywords and secure it.

Now, what we want to do is to find out a CPA offer that relates to our keyword and niche.





So, what you will want to do now is to log on to one of your CPA affiliate Networks and look for a good offer that will help with cellulite removal.

I have logged into Convert2Media and here is what I found on cellulite offers:

Name	Price Format	Price	Status	Vertical
(1779) AGELESS ANTI-AGING SERUM - FRANCE ONLY - FR	CPA	\$25.00	Public	Skincare
(2477) AURA VIE BEAUTY - US	CPA	\$36.00	Apply To Run	Skincare
(2478) AURA VIE GIVEAWAY - US	CPA	\$36.00	Apply To Run	Skincare
(2455) COSMETYN CELLULITE CREAM - TRIAL - US	CPA	\$35.50	Apply To Run	Skincare
(2026) COSMETYN CELLULITE CREAM - US	CPA	\$35.00	Active	Skincare
(2306) DERMIDIC IMPROVING ANTI-AGING SERUM - US	CPA	\$35.00	Public	Skincare
(2264) ESSENCE OF ARGAN - US_CA	CPA	\$40.00	Apply To Run	Skincare
(2101) HYDROLYZE EYE TREATMENT - US	CPA	\$37.00	Apply To Run	Skincare
(2307) INSTANT EFFECT - US_CA	CPA	\$40.00	Apply To Run	Skincare
(2509) KOLLAGEN INTENSIV TRIAL - US	CPA	\$35.00	Apply To Run	Skincare
(2377) LUMINOUE - US_CA	CPA	\$40.00	Apply To Run	Skincare
(2022) MY AURA VIE - US	CPA	\$40.00	Apply To Run	Skincare
(2188) NIVE SCIENCE CELL REVIVAL - LP 1 - US	CPA	\$42.00	Apply To Run	Skincare
(2001) PURE COLLAGEN FACE SERUM - UK_CA	CPA	\$35.00	Public	Skincare
(2000) PURE COLLAGEN FACE SERUM - US	CPA	\$35.00	Public	Skincare
(1888) WINECEUTICAL REVIVE CREAM - US	CPA	\$35.00	Public	Skincare

It pays \$35/sale and after speaking with my AM about it, says it is a solid performer.

Here is the landing page for the offer in question:



**FORMULA**

QUIT YOUR JOB. MAKE PASSIVE INCOME. BE HAPPY.

**cosmetyn**  
Intense Stretch Mark Therapy

ELIMINATE YOUR CELLULITE TODAY!  
**95% REPORT DRAMATIC RESULTS!**  
HYPOALLERGENIC FOR ALL SKIN TYPES!

WITH EXCLUSIVE SKIN  
**REJUVENATING FORMULA**

WHERE DO WE SEND YOUR **TRIAL ORDER?**

\* First Name  \* Last Name

\* Address Line 1  Apt. or Suite #

\* City  \* State

\* Zip Code  \* Country

\* Phone  \* Email

**STOP DREAMING ABOUT YOUNGER SKIN!**

- FADES STRETCH MARKS
- INCREASE FIRMNESS
- BOOST SKIN ELASTICITY
- VISIBLE RESULTS IN DAYS

Get your **introductory** bottle today!

**SEND MY ORDER! >>**

DERMATOLOGIST TESTED & APPROVED

100% SATISFACTION GUARANTEE

Now, let's set up a basic one page website/landing page for this offer.

Wordpress is the preferred platform to do this but you can also use Hub Pages, Squidoo, Blogger.com or any other platform that allows for quick and easy page creation and will get indexed by the search engines quickly for organic traffic.

Let's say that we're going to use blogger.com for this one.

So, you want to sign up to [www.blogger.com](http://www.blogger.com) and then set up a simple page for your CPA offer. Pick a template that is suitable



**FORMULA**

QUIT YOUR JOB. MAKE PASSIVE INCOME. BE HAPPY.

and then create 1-3 posts about the topic that will pre-sell the user when they come to the blog.

The next thing you want to do is to link your page to your main keyword-rich domain name. The instructions inside blogger.com's control panel will tell you how to do this.

Here's the page I was referencing before and it should give you an idea of what your page might look like:





Note the two banner ads used for the offer. Now, these banner ads are a bit prominently placed so a more subtle approach might not hurt. But more importantly, note the articles on the page and how they help the user determine why these products are important and which ones are better than others. The whole idea here is to offer valuable information (help them with their choice and educate them) and hope that they then click on your banner ads and visit the offer.

I also recommend hyperlinking some of the keywords in the articles and direct them to your offer as well.

It's a simple landing page but the real key here is to emphasize certain points such as the product is free (trial order), it works effectively and lastly, it will make them look and feel better.

The example provided can be used for other niches too. So, here's a recap of what you need to do:

1. Find a niche with a lot of searches and less competition on Google.
2. Use [Google Keyword Selector tool](#)
3. Find a relevant CPA offer or category that relates to your



niche

4. Buy a Keyword Rich Domain Name if it is available.
5. Sign up to Blogger.com or Weebly.com and make a landing page – create unique content and have several “call to action” features, i.e. use words such as FREE to entice the person and include your CPA offer link.
6. Put your link to the offer on your blog/site.

Now that you have your page all set up, there’s one more thing you need to do: generate traffic to these websites – and this is the most difficult part of all. But, in the following chapter you will learn all the basics, so you will be covered.

## **Generating Traffic to your Sites**

You can bring traffic to your site through a number of ways, and in this chapter I will briefly tell you about the four major categories. The focus of this chapter is to give you enough information to make lots of money sending traffic to the CPA offers you promote, and not have to rely on any one source too much.



There are two major categories:

- Free traffic
- Paid Traffic

And oh yeah...a third one I call "Internal Traffic".

There is quite a lot of information on each of the categories above, but I won't go into extensive details about each method – I'll just point you in the right direction.

The methods I will describe could each be an entire course on its own. This guide isn't meant to be an encyclopedia of internet marketing, but a pointer to the resources you can use to create traffic.

Keep in mind that if you can monetize any of these sources of traffic, then you have already made the first step towards online success.

## **Video Traffic**



This is perhaps one of the best methods of driving traffic to websites.

First of all, make sure to offer quality content in your videos (which can be made with a simple PowerPoint presentation) and link back to your money site at the end of the video.

So, you can simply use a tool like Camtasia Video to record the power point presentation with your voice presenting the audio slides, and then link back to your money site at the end of the video.

Here are some great sites you can upload videos to:

YouTube <http://www.youtube.com>

Google Videos <http://video.google.com>

Yahoo Videos <http://video.yahoo.com>

Viddler <http://www.viddler.com>

Adhysteria <http://www.adhysteria.com>

BoFunk <http://www.bofunk.com>

Esnips <http://www.esnips.com>

GUBA <http://www.guba.com>



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

Kewego <http://www.kewega.com>

LiveVideo <http://www.livevideo.com>

MegaVideo <http://www.megavideo.com>

Metacafe <http://www.metacafe.com>

Motionbox <http://www.motionbox.com>

MySpace Videos <http://vids.myspace.com>

Photobucket <http://www.photobucket.com>

Revver <http://www.revver.com>

And here are two very powerful tools which will help you upload your promotional videos to multiple video websites with one click:

TubeMogul.com <http://www.tubemogul.com>

TrafficGeyser.com <http://www.trafficgeyser.com>

## **Viral Report Traffic**

Another great free method for traffic is to give something such as a free report away as a freebie.





Make a report written specifically for the target audience and then create a place on your site where users can sign up and download it.

Then post that sign up link in your articles "resource box" or signature. The whole concept here is that it will be easier to market a FREE report on "5 Ways To Naturally Get Rid of Cellulite" than it would be to simply tell people to go to your web site. There is a perceived value in the report and it will become a very useful "front end" marketing tool.

The idea here is get as many people to download the report as possible and then pass it around. I personally like to post it on all my signatures in forums as a way to get started.

Find discussion boards and forums in that niche and use it in your sig. I would also try and locate some other similar niche sites that might be interested in offering the free report to their audience.

## **Organic Search Traffic**



When we are talking about natural search traffic we are talking about the traffic that comes from having your pages indexed by major search engines like Yahoo, Google or MSN.

There are two major components into getting your web-pages a high rank. The first is “on page factors” and the second is “off page factors”.

On page factors mean your keyword density and where you place your keywords on your webpage. Basically, placing the keywords where they should be such as in the appropriate meta tags, H1 tags, etc.

I am purposely being brief on these “on-page” factors and I will explain below.

The off page factors include other websites that link back to your website. This means the number of inbound links to your website. Search engines analyze the following:

- # of inbound links
- use of anchor text in links to your site

As a general rule, **the off-page factors represent 90% of your web-page’s rank** based on the relevant keywords used in the major search engines. So, what you will want to do when



exchanging links with other websites is not to use your site name, but rather a keyword that best describes what your website is all about.

So, if your domain name was [www.petespitbullschool.com](http://www.petespitbullschool.com), then you would want incoming links to your site to use your keywords such as [pit bull training](#).

Once you have your website up and running, you will want to submit it to the major search engines. For Google you will want to use Google Sitemaps, which will send you a Google spider to index your page right away. This is why you will need to create a sitemap in .xml format before submitting your site to [Google Sitemaps](#). What I recommend for that is the [GSiteCrawler](#) program that automatically creates a complete .xml sitemap for Google Sitemaps.

Do the basic SEO and then move on to another traffic source. This type of traffic should be done once. Don't spend too much time tweaking or waiting.

## **Social Media Traffic**



Social media traffic means taking advantage of web 2.0 sites in order to generate traffic to the CPA offers that you are promoting. You can use either a direct approach or an indirect approach when taking advantage of web 2.0 sites.

Direct approach means linking the offer that you are promoting right from the web 2.0 sites. For example, let's say that you create a page on hubpages.com related to home renovations; when you directly link to home improvement CPA offers from your hub pages you're using the direct approach.

If you are using the indirect approach, then you will use the linking power of web 2.0 sites to build quality links to your site (the one which promotes your CPA offers).

Here is a list of social media web sites that you can use to generate free traffic:

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

MySpace.com <http://www.myspace.com>

Squidoo.com <http://www.squidoo.com>

Propeller.com <http://www.propeller.com>

HubPages.com <http://www.hubpages.com>



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YouTube.com <http://www.youtube.com>

Wordpress.com <http://www.wordpress.com>

Digg.com <http://www.digg.com>

Delicious <http://www.delicious.com>

Twitter.com <http://www.twitter.com>

## Domain Name Traffic

We already briefly discussed about the importance of having a keyword rich domain name.

What you need to remember is that you need to use keywords that are relevant to the CPA offer you are promoting. However, finding good names is pretty hard, so when I lack inspiration I use Domain Suggestion Tool. This is a cool piece of software that helps you find domain names related to particular keywords that haven't been registered.

Domain Suggestion Tool <http://www.domainsuggestiontool.com>



Another thing you can do is to get your hands on expired domain names that still have traffic being sent to them, and try to monetize the traffic. Here are two resources I use to find expired domain names:

ExpiredDomains.com <http://www.expireddomains.com>

DeletedDomains.com <http://www.deleteddomains.com>

## Reciprocal Linking Traffic

Reciprocal linking means exchanging links with another site. Even if one-way linking helps you get a better search engine ranking, two ways linking (reciprocal linking) improves your ranking.

You want to make sure that you get a fair amount of traffic when trading links between two sites. This is why it is my recommendation to use a tracking script and measure how much traffic you are sending to a link partner and how much traffic your partner is sending you.

Here are a few tools that will help you:



Link Partners <http://www.linkpartners.com>

Value Exchange <http://value-exchange.sitesell.com>

## Forum Traffic

One of my favorite ways to drive traffic to your website/CPA offers is to participate in forums that are related to the CPA offer(s) that you promote. As most forums allow you to create a signature file, you can take advantage of this, as the signature is going to be displayed at the end of every forum message you write.

This means that you can link to your CPA offer in your signature, and thus use this area to promote your offer. Let's say that you promote "get rid of cellulite" – you will want to join a forum related to health/beauty/women and place your affiliate link in your signature, or even better, link to the site that you created to promote the CPA offer.



Keep in mind that people who are visiting forums are ideal prospects who will be interested in the CPA offers you are promoting, and thus are more likely to be “hooked”.

## Article Writing Traffic

Article writing and submission to major article directories is a very powerful method to drive free traffic to your websites, and make solid profits from CPA offers.

We have already covered the benefits of having good quality articles on your site – but then I was telling you about your “dummy acceptance to CPA affiliate networks” site. However, you will want to write articles and/or have somebody writing articles for you, and then submit these to major article directories, since this will help you create some good targeted traffic to your website.

The sites where you can find freelancers to write articles for you are:





Freelancer.com [www.freelancer.com](http://www.freelancer.com)

Scriptlance.com [www.scriptlance.com](http://www.scriptlance.com)

Eance.com [www.eance.com](http://www.eance.com)

Guru.com [www.guru.com](http://www.guru.com)

I usually use the first two sites since they are a bit easier to use and have low fees per project.

Here is a list of major article directories where you can submit your articles:

Ezine Articles <http://www.ezinearticles.com>

Go Articles <http://www.goarticles.com>

You may also want to consider using an article announcing service to save time on the submissions.

## **Joint Venture Traffic**

This is a very quick way to increase your traffic. This is because joint venture partners promote the same program to their email lists. Basically, you get a whole lot of traffic to the product's website and sky-rocket sales.



Finding a joint venture partner with highly responsive mailing lists can really drive some serious traffic your way.

You should know that most joint ventures involve an affiliate agreement, where the joint venture partner takes a percentage of the sale price of the product or service that is being promoted.

A good resource for finding joint venture partners is the Warrior Internet Marketing forum, where you can find a section with joint venture partners:

Warrior Forum <http://www.warriorforum.com/forum/default.asp>

## Forum Community Traffic

One way to create “stickiness” for your site is to create a destination where users can discuss and interact with one another about the topic at hand.

You can use lots of free forum scripts. The one I used over time and I prefer is PHP forum - <http://www.phpbb.com>

Another thing you can do is to place banners in your forum – the same banners that you got from CPA networks.



## Social Networking Community Traffic

Social networking sites such as Facebook, YouTube, Twitter, etc. generate large amounts of traffic every day.

The cool thing is that the users actually drive the content creation. The community builds the website and content on it, as the users are telling their friends to join the community, thus spreading the message – hence the viral aspect of social networking websites.

So why not build your own social network? It's easier than you think. I've included some links to free community builders below. Once you build the community you can place targeted CPA offers and generate CPA commissions from all the free traffic.

Here are some useful links:

Ning <http://www.ning.com>

Dolphin Smart Community Builder

<http://www.boonex.com/products/dolphin>



## **Paid Traffic**

### **Pay Per Click Search Engine Traffic**

On pay per click search engines, advertisers simply bid on keywords that are relevant to their product or service. Their ad listings will be displayed when a prospective customer types any of those keywords into a search form. Rankings on the major pay per click search engines are based primarily on the bid price and the click-thru rate on the advertiser's ads.

The upside of pay per click is the fact that you have total control, and you can decide the maximum price you want to pay for a visitor to be directed to your blog/site.

Here's how pay-per-click ads look on Google:





MySpace <http://advertise.myspace.com>

A large list of pay per click search engines can be found here:  
<http://www.payperclicksearchengines.com>

## **Publisher Network Traffic**

You can place your ads on thousand of websites that participate in the contextual ad network's publisher problem. These can be seen as mini Google AdSense services because they are pretty much the same thing.

What you need to know is that every time somebody clicks on an advertisers' ad on a publisher's website, some percentage of the click cost goes to the publisher. What's left is kept by the contextual network – and the advertiser is charged per click.

You should always focus on the placement of your ad on the contextual network's web sites, since the better their ability to match the ads with the content on the web site, the better quality traffic you will get.

Some major contextual networks where you can buy traffic:



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

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

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

Pulse360 <http://www.pulse360.com>

Adsonar <http://www.adsonar.com>

I want to point out that when Google began cracking down on affiliate sites and “flogs” a.k.a. fake blogs or news blogs, advertisers began searching out new venues to run their ads. I have been personally advertising with Pulse360 and Adsonar (formerly Quigo) for about 6 years but about 2.5-3 years ago all of a sudden there was an influx of affiliate marketers running biz opp and acai berry offers on those networks. When I asked my AM what was happening, he informed me that Adwords had shut their accounts down and they now needed a new venue. So, the point of this background is to let you know that these publisher networks have some serious affiliates doing serious numbers. This means that they work and work very well...but expect the clicks to be expensive. Use caution when starting with them because you can lose money very quickly if you don't know what you're doing.



## Text Link Traffic

If you want to pay some money for traffic, you can always buy text links on various websites, as this can help you increase the number of one-way links that are linking to your website/blog.

What you want to do is to find sites that are interested in selling static links on their website.

Using text link traffic will help you with SEO by increasing your site's rank and thus the potential number of visitors on your site/blog.

You can buy static text links here:

Text Link Ads <http://www.TextLinkAds.org>

Text Link Ads <http://www.Text-Link-Ads.com>

Text Link Brokers <http://www.TextLinkBrokers.com>

## Banner Traffic

This type of traffic is really under-rated. Banners were the pioneers of online advertising and yes, we do see a lot of them. But guess what? They still work.





The key with banners is twofold. First, have a great headline. That's really what is going to grab the user's attention. Second, have a strong call to action. Tell the user what you want them to do. "Learn More", "Click Here", "Submit", etc.

Adwords has a great site targeting feature that can generate a lot of traffic for your banners. It's very easy to use and part of the Contextual Network. I'd recommend you start there and then move to the two others I list below.

Google Adwords <https://adwords.google.com>

Other places where you can buy banner traffic are:

Casale Media <http://www.casalemedia.com>

Valueclick <http://www.valueclick.com>

## **Internal Traffic**

### **Internal Page/SiteTraffic**

Here, I am referring to making sure that your sites all link to one another in a sensible way. It is not uncommon for me to have several domains promoting the same exact offer. The content



may be different on the domains but they all lead to the same place which is the CPA offer I am promoting.

So, when someone is reading my post on cellulite on [www.howtogetridofcellulite.net](http://www.howtogetridofcellulite.net), I may put a hyperlink to another blog called [www.cellulitefacts.com](http://www.cellulitefacts.com) or something (just examples here folks). When the user arrives at [www.cellulitefacts.com](http://www.cellulitefacts.com) they will read an article on the facts of cellulite and whaddya know? There's my banner for the same CPA offer.

## Email Traffic

This could be very easily the single most important traffic source. Essentially, you will want to put a sign up or opt-in form on your web site and give something of value away to get people to sign up. Once you have their information, you can email them to follow up and see if they convert into a customer.

Aweber is one of the easiest platforms to use and makes it very simple to create and implement forms on your site.

Think of it like this, once the user visits your site they may go on to complete your CPA offer or not. Regardless of that outcome, it



is a good idea to capture their email so that you can market related offers to them in the future.

## Secret Method #1

I am now going to give you some of my very best methods that have worked very well for me for quite some time now.

This first method involves offline traffic so you want to clear it with your Account Manager at your CPA network first. I say this because people will be going directly to your domain and completing the offer so the CPA network will not see where the traffic is originating from.

We will be marketing scholarships to local college students.

I am averaging about 10-15 leads per day using this method and the average scholarship lead gen offer pays out at about \$15.

Let me break it down for you.

Step #1- First off, we will need a domain. Just make something like: [www.studentscholarships.org](http://www.studentscholarships.org) But I recommend making it targeted to particular area or college you are targeting. For



example, [www.chicagocollegescholarships.org](http://www.chicagocollegescholarships.org) or something like that.

Now that we have a domain, you can search out local colleges in your area. I personally like Yahoo for this as I have found they give better educational results but it's really up to you.

Step #2- Go to [www.offervault.com](http://www.offervault.com) and look for scholarship offers. (This site consolidates all the popular CPA network offers.) You will find some that pay for short lead gen forms at \$3-5. But I prefer the longer form lead gens that will pay \$15.

Step #3- After you find a decent offer, set up your new domain to redirect to that offer.

Step #4- Create some flyers. You can do these yourself by printing them out with the domain name on it or you can order some from a professional printing business.

It might say something to the affect of...

**Get Your Tuition Paid For**



**We are currently looking for 25 students to receive free scholarships to his university. This is a limited time offer and applicants will be considered on a first-come, first-serve basis.**

**Please visit [www.chicagoscholarships.org](http://www.chicagoscholarships.org) or call 312-555-1212 (set up a local voicemail #)**

Remember to put the tabs at the bottom of the sheet with tear-offs containing the website and phone #. MS Word has several templates for flyers with this already built in so you don't have to create it.

Step #5- Pay some college students to hand them out or get someone from craigslist.org to do the job for you. Or simply do it yourself. I usually tell the people who hand thme out for me to place stacks of them near high-traffic areas or place them one-by-one on each desk in an auditorium before a class (but that is much harder to do.) Lastly, I would look for bulletin boards in high traffic areas and put the flyers up there.

Start small with a trial run of about 500 flyers to see what response you can get. You can use your local Kinko's to print the flyers.



Again, this requires a bit of work but it works very well when you find a responsive group of students.

Also, college students are usually good candidates for free giveaways such as iPhones, iPads and also free trials like Netflix and social-media-related offers.

## Secret Method #2

I used to use Adwords and Facebook very heavily but these days I am trying my best to diversify my paid traffic.

This method involves using a newer ad platform but not the way most people use it.

I have been using Facebook Ads to run CPA offers for a couple years now but recently came across a destination that converts much better. It's [www.PlentyofFish.com](http://www.PlentyofFish.com). You can see the ad platform here [ads.pof.com](http://ads.pof.com). You can easily do \$100-\$200 a day on there without much effort. It's great to run dating offers specifically but I will also share with you some other niches that convert well on this platform.

Before I do so, let me explain a bit about why I like POF:



**VERY good targeting options.** POF offers a ton of targeting options that you can really take advantage of to improve your CTR. It's obvious that you can use ethnicity, body type, religion to target niche dating sites (and you should), but you can also be really creative and make use of some of many of the other targeting options as well.

**Cheap Traffic.** For similar demographics, POF is definitely cheaper than bidding on Adwords or Facebook. Which makes sense because dating ads on Facebook are ridiculously saturated.

**Make changes as you need them.** With Facebook and other platforms, when you want to change your ad demographics, you need to submit a new ad and go through their draconian approval process. With POF, you can change any of the targeting options of your campaign or of individual creatives on the fly. This is a really awesome feature that makes testing a whole lot easier.

**Review process is easier.** This could change at any time, but in my experience POF reviewers are a lot less strict in terms of pictures and ad copy. There's no need to include the dating site you're promoting, plus you can call out user attributes like age and location. Even better, take advantage of the dynamic insertion syntax so you can add the current viewers age, location and gender directly into the ad. Facebook reviewers on the other



hand are a real pain in the ass to deal with their strict rules and inconsistent interpretations of them.

**Stats are very fast.** Although they have a slight delay, POF updates your stats very quickly. With Facebook, it takes at least 15 minutes to update their stats. I know people who have blown \$2k in under 20 minutes on FB, so having near real-time stats is something I'm really appreciating.

**Demographic targeting.** This is a really cool [targeting tool](#) lets you get the demographic breakdown based on interests of the users on POF. It's sort of like a [Quantcast](#) for POF. Make sure to take advantage of it.

But here's the real kicker. Yes, you can run CPA offers like match.com or whatever on POF and still get great results. But think about it. With the level of targeting that POF provides, you can run a whole lot of offers besides dating.

Here are some that have worked very well for me along with the associated demographic:

<b>Offers</b>	<b>Targeting/demographics</b>
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Mortgage/debt/bankruptcy	Geos: Michigan, California, Florida, Nevada (all states with bad economies)
Biz opp/work from home	High school education, divorced, moms
Weight loss/diet	Body type=average, or big and tall, female
Ecigarettes	Smokers

There are obviously more but you get the point. POF is providing a great deal of detail about their audience so we can take advantage of that and really target our offers. Should you run dating offers? Sure. But I would recommend trying some of the above offers before that because it will be easier to stand out amongst the other advertisers.

Lastly, I would find a good PLR ebook on dating in general or online dating and runs some ads to a squeeze page to build a small list of these daters. You can then run multiple offers to them to see what works best.

Give this one a shot, I think you'll be pleasantly surprised.



## Final Words

We've reached the final destination, or better said, I taught you all you need to know to get started and make some serious money from CPA affiliate marketing.

Any beginning can be scary, and don't expect to win tens of thousands of dollars per month in a week. You will see, that as you begin your way as an affiliate marketer you will want to come back to this book and see what you might have missed, or how you can get some extra traffic to your sites, or what tools you can use for whatever you might need at the moment. It's quite a lot of information to be taken all at once, but you can rest assured that this book will help you while you take the first steps into the world of CPA affiliate marketing.

You will see that your first sites and first offers will seem to be harder to promote - don't worry, this is only because you didn't get the hang of it yet. But, as you will promote more, you will find it easier to find the offers that bring you lots of money, and you will see that you can now promote them better and get even more green stuff going. So, baby steps at first.



What I would suggest would be to first promote two or three offers, and see how it goes, and learn from your mistakes. Even with two offers you might make \$25 a day with a site that will mostly run on autopilot. What you will want to do during this time will be to learn how to use all the tools I told you about. Once you do that, you will be able to adapt your strategies, get into a work routine, and subsequently make more money faster. In turn, this will mean that you will have more time for yourself, so learn how to enjoy this newly found freedom.

Some say that affiliate marketing is making money the slacker's way. But don't we all want to work as little as possible and to gain as much as possible?

Being a CPA affiliate marketer can help you live the lifestyle you always wanted. Just consider the fact that all you need to make money will be a computer with an internet connection – so you can work anytime anywhere! You will be able to be in a permanent vacation if you want to, enjoying the things that you love!

So, start now, and take your first baby steps to the life you always wanted!



Any questions or comments please email  
[support@4kformula.com](mailto:support@4kformula.com).

Let's make some money!

George Aldane

## CPA Terminology

**Contextual Creative** – This refers to the affiliate link that should be used when sending contextual traffic to the CPA offer.

**Creative** – This refers to the type of creative that is available (i.e. text, html, skyscraper banner, etc.)

**CPC** – This is the acronym used for “Cost Per Click” and refers to how much an affiliate pays per click when buying traffic.

**CPA** – This is the acronym used for “Cost Per Action” and refers to how much is paid by the advertiser to generate a qualified lead.



**EPC** – This is the acronym used for “Earnings Per Click” and refers to how much an affiliate has earning per click. This can be easily calculated by taking the total revenue and dividing it by the total number of clicks for a particular CPA campaign.

**Landing page** – This is the page where the prospect lands whether it is the merchant’s web site with the CPA offer or a bridge page created by the affiliate.

**Ramping Up** – This is used to describe taking a campaign that has potential and adding more relevant keywords and traffic sources to increase volume and commissions.

**Pixel** – This can be a simple java script code or image that is fired when an affiliate generates a lead.

**Publisher** – Another name given to affiliates of a CPA network

**Street Price** – This is the standard CPA commission that the network has given to a particular CPA offer.

**Scrub** – This is when the CPA network or CPA advertiser starts removing leads that you have generated due to fraudulent or bogus leads.



**FORMULA**

QUIT YOUR JOB. MAKE PASSIVE INCOME. BE HAPPY.

**Shaving** – This is the practice of skimming leads generated by the affiliate in order to pocket more money by the CPA network or advertiser.

**Success Page** – This is the web page that the CPA network's pixel fires on to report a lead.

**Vertical** – This refers to the industry of a particular CPA offer. For example, offers in the "biz opp" vertical.