WORKSHEET

A STEP-BY-STEP INSTRUCTION GUIDE

THAT WALKS YOU THROUGH ALL OF THE CHAPTERS OUTLINED IN THE MAIN COURSE

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INTRODUCTION

This workbook will help you with the practical tasks that are mentioned throughout the main manual. It is a really good idea to print this out so that you can complete the tasks as you come to them - you will be building your new CPA business as you are reading through the book.

One of the most important parts of any business model is organization and this is where this workbook will make things a lot easier for you. As you come to different sections of the main manual you will be able to refer to the tasks included here.

For CPA marketing to be effective you have to think through aspects like the niche you are promoting and the business model you are setting up. This workbook will give you a record of that. It will also be useful when you come to do things like tweak and change your model to meet changing customer needs - flexibility is important in any business.

This is an exciting moment - this business model has a proven success record and there is no reason why you won't see profits in a short amount of time. So let's make a start on your new CPA business.

> *TIP: Successful business people focus on one task at a time and finish it before they start another one. When you start using this workbook try and complete each section in one sitting so that you don't lose your momentum on any given section in the book.*

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There are a few things that need to be done before you start applying to CPA networks. By taking the time to prepare now, you will make the CPA application process a lot easier and quicker to work through

TASK ONE: YOUR INFRASTRUCTURE

The CPA networks you will be applying to want to see that you have as much of a business model established as is possible without actually having a CPA offer included. So let's get that set up first. Complete each step.

STEP 1: **Domain name registration**

Try and think of something that will work with a niche concept as opposed to a specific product.

Domain name: _____

STEP 2: **A professional email address**

You will look a lot more professional if you steer away from using free hosted email addresses such as Hotmail or Yahoo.

Email Address: _____

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STEP 3: **Have you worked as an affiliate before?**

If yes, fill in the details of your successes below.

Affiliate experience:

_____

_____

_____

_____

TIP: Think of this like an affiliate resume - showcase your skills and achievements

Once you have got this information handy, you can fill out the CPA application forms at the networks you have provided. They will want to contact you by phone for a brief interview. Fill in the information required below to have handy when they call.

TASK TWO: THE CPA INTERVIEW

CPA Account Manager's Name: _____

STEP 1: Bullet points of your past experience in affiliate marketing and/or general marketing.

- _____
- _____

STEP 2: How do you intend to drive traffic to your offers?

- _____
- _____

STEP 3: What niches are you planning to target with your campaigns?

- _____
- _____

TASK THREE: RESEARCH, COMPARE AND CHOOSE YOUR CPA OFFERS

Whether you chose to find the CPA offers first and then find the keywords to target, or the other way around make sure that you do spend the time on your keyword research - it is one of the most crucial aspects of a successful CPA business.

STEP 1: Finding Trends

Large companies make a fortune by following customer trends. You can use this information to help make your own business successful. For the sites listed below make a note of at least five trends in the niche you are focused on.

Amazon Bestsellers

_____

_____

Google Hot Trends

_____

_____

Ebay Pulse

_____

_____

Finding Keywords Manually

Use Google Adwords Keyword tool and fill in the details below. Look for a minimum of five keyword phrases for your niche and record the search volume for each of them.

Keyword 1: _____ Search Volume: _____

Keyword 2: _____ Search Volume: _____

Keyword 3: _____ Search Volume: _____

Keyword 4: _____ Search Volume: _____

Keyword 5: _____ Search Volume: _____

TIP: If you have a keyword finding tool like Market Samurai then you can skip the above step and run your software instead.

STEP 2: **Finding offers**

Use a site like www.offervault.com to find CPA offers in your niche or alternatively visit separate CPA sites you have joined to find the most

competitive offers there. Also take the time to analyze the demographics of your target market so that your traffic generation methods will be effective.

My offers

_____

_____

_____

_____

STEP 3:

Target demographics

_____

_____

_____

_____

TASK FOUR: BUILDING YOUR WEBSITE

Your site is going to be the hub of your CPA business so it is important that you take enough time to have all of the elements of a good site in place before you start promoting your CPA offers.

Getting content.

It might seem strange to talk about content before site design, but it is your content that will generate organic traffic from search engines, and what will keep your target market interested enough in your site to consider your offers.

STEP 1: Identify the keywords you are targeting from the previous section and create at least one article for each keyword.

Article Titles/Keywords

_____

_____

_____

_____

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STEP 2: Plan the distribution of your articles. Fill in as many aspects below, as is appropriate to your niche.

Article directories:

_____

_____

Video directories:

_____

_____

Blog Content:

_____

_____

Press Releases

_____

_____

STEP 3: **Site design**

When considering your site design, remember to make it appropriate to your niche and your target market.

Theme: _____

Color Scheme: _____

TASK FIVE: ATTRACTING TRAFFIC

You will have already done one of the most important tasks of traffic generation by tailoring your content to your target market and making the content keyword rich and relevant. In this section you can consider other ways of driving traffic to your site. Fill in all of the sections that apply to your business model.

OPTION 1: **Paid traffic - PPC advertising**

Keywords targeted: _____ Budget: _____

Keywords targeted: _____ Budget: _____

Keywords targeted: _____ Budget: _____

Keywords targeted: _____ Budget: _____

OPTION 2: Paid traffic - Banner Advertising

Sites where banners are being displayed:

_____

_____

_____

_____

OPTION 3: Ad-swaps and paid advertising

Sites hosting your web site link

_____

_____

_____

OPTION 4: Social Networking

Facebook Account: _____

Twitter Account: _____

Other: _____

Other: _____

OPTION 5: Blog commenting and forum posting

Forum Usernames and Passwords

URL: _____

Username: _____ Password: _____

URL: _____

Username: _____ Password: _____

URL: _____

Username: _____ Password: _____

OPTION 6: Podcasts

Read your article content into audio files and upload them as podcasts for potential clients to listen to. Don't forget to make them informative.

TASK SIX: AUTOMATION

Your business will grow exponentially if you are able to capture your visitors email addresses and then build a relationship with them through your autoresponder messages.

Setting up your autoresponder

STEP 1: **Sign up with an autoresponder service**

Login URL:

_____

Username: _____

Password: _____

STEP 2: Set up your free gift or incentive for people to sign up to your list.

Free gifts: _____

STEP 3: Set up your introductory message, including the download link for your free material.

Download link: _____

RELATIONSHIP BUILDING

In this step you can set up a series of autoresponder messages that combine giving useful information to your niche with the subtle promotion of your CPA offers. Try and work to a ratio of 4:1 where you send out four informational and personal email messages to each promotional email you send out.

Autoresponder email schedule

Email 1: Welcoming message with the download link

Email 2: Reminder about download link and a useful tip

Email 3: _____

Email 4: _____

Email 5: _____

Email 6: _____

Email 7: _____

Email 8: _____

Email 9: _____

Email 10: _____

Tip: Don't bombard your list members with countless offers and a dozen emails. Show some restraint, offer good value in your emails and you will have more people opening them to read, than unsubscribing from your list.

Lastly, Have Fun!