CPA cash Abundance



Uncover the secrets of making money online with Cost Per Action affiliate programs

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Moni Arora

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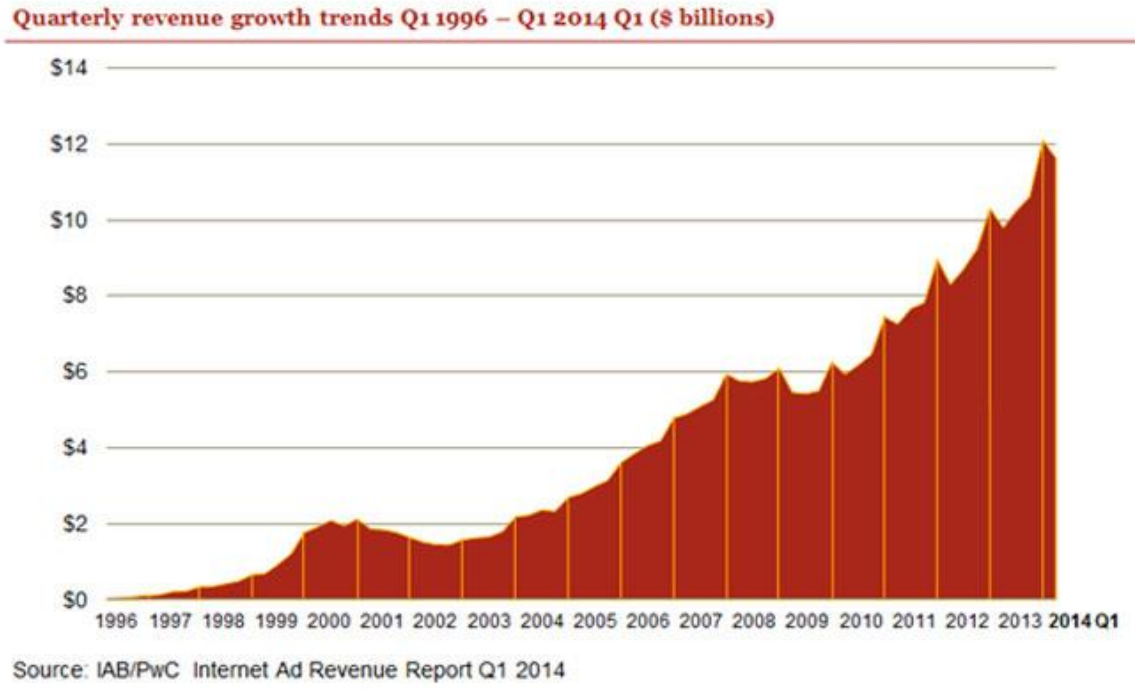
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CHAPTER 1

THE ALLURE OF ONLINE ADVERTISING

Internet advertising revenues grossed **$11.6 billion** in the first quarter of 2014, a **19% increase** compared to the same period of the previous year and continuing nearly two decades of remarkable growth.



http://www.iab.net/about_the_iab/recent_press_releases/press_release_archive/press_release/pr-061214

> "These figures reflect marketers' trust in interactive to deliver," according to **Randall Rothenberg, President and CEO of the Internet Advertising Bureau.** "It is indicative of the digital age in which we live, and within which advertisers need to effectively reach targeted audiences wherever they are consuming information or entertainment — often on several screens at once."

One of the major problems that advertisers traditionally faced is that it has often been impossible to categorically track, which advertising activities result in actual sales and which were essentially a waste of

resources. Hence, large companies had huge advertising budgets that were spent without ever knowing whether they were making a positive ROI or not. This major problem has been effectively solved by online advertising.

No other form of advertising can provide such quick feedback or such an accurate analysis of the ROI each ad produces.

Thus, even though some may feel that online advertising is far too expensive, the cost versus the return is a ratio that most companies will find more than pleasing. If online advertising is expensive, then what can a Super Bowl ad be considered when one can't even track how many people actually saw the commercial, let alone made a purchase as a direct result? Online advertising offers this and much more.

CHAPTER 2

CPA - A DIFFERENT APPROACH TO ADVERTISING



CPA stands for cost per action and is a form of advertising where the company only pays a publisher when a certain action is carried out. This means that no matter how many people click through to their website, the company will only be paying out if a sale is made or a lead generated.

Unlike other forms of online advertising, CPA has a high conversion rate because the prospects are already open to the idea of making a purchase. This is because they have been actively pre-sold by the affiliates, who want their traffic to convert, as this is the only way they can earn money. It essentially puts the advertiser and the publisher on the same page, both working towards the same goal.

On the other hand, an advertising medium such as pay per click, or PPC, functions just like a regular newspaper classified advertisement.

In other words, an advertisement is drafted and then published, and, depending on quality will help to drive traffic to an offer or sales page.

Unlike CPA, though, PPC traffic arrives cold and the likelihood of conversion is much lower. Another disadvantage is that every click has to be paid for, no matter if the prospect signs up, purchases or leaves.

CPA is preferred by advertisers for the simple reason that it gives better control over their bottom line. They know they will only be paying out if they have made a sale and thus their advertising costs are no longer indirect costs and part of their overhead, but variable costs linked to a sale. Essentially, the advertiser is placing all of the risk on the publisher and for this very reason; the commissions are much higher than with PPC models.

What is the Point?

As this document is aimed at generating an income from CPA, the above information may seem redundant. However, as a publisher working with CPA advertising, you will be taking on all the risk and effectively acting as the sales and marketing department of the advertiser. Therefore, it pays to understand the reasoning behind CPA as an effective business model. The more you understand, the easier it will be for you to create effective campaigns that net you significant profits.

Benefits for the Publisher

Since CPA seems to entail a lot of risk for the publisher it may not seem to be the best way to earn an online income. However, nothing could be further from the truth because the difference in commission alone can net a good affiliate in one day the same income it would take weeks to generate with PPC. As an example, a CPA offer may pay out above $50 per lead or sale, whereas a PPC ad may earn $0.05 per click, on a good day.

Another advantage to featuring CPA ads on your website is that the advertisers working with the CPA model are usually big names, which increases the authority of your website, but more importantly will guarantee substantial payouts. One thing is true, though, entering the CPA arena takes a totally different mindset to other online revenue-making methods. It is closer to running a business than it is to holding down a job. For this reason, it is essential that you always focus on the big picture and the outcome you seek, or you will get lost in the details.

Additionally, the big CPA networks work closely with their publishers to help improve their conversion rates so that everyone may benefit. If an advertiser is unhappy with the traffic or the conversion rate of that traffic, they may decide to move to another network. Therefore, all three parties have a vested interest in making the system work and thus everyone earns a profit.

How It All Works

CPA ads are run by companies that specialize in placing these advertisements, known as CPA networks. A CPA network is basically the online equivalent of a media broker, who brings the advert to the advertising space.

An advertiser will approach a CPA network to market their service or product and their desired outcome is to either make sales from the campaign itself or to generate a list of targeted and qualified leads. For the short term, the first approach would be the most suitable. However, a list of targeted, qualified leads will produce revenue for many years to come as long as the relationship is maintained. This is the reason companies are willing to pay substantial commissions out to publishers who prove they can generate good leads.

The CPA campaign will run either for a set number of actions, in other words until 1,000 leads have signed up or 100 sales have been made, or it will continue until a certain expiry date.

Commission Structure

As previously mentioned, there are two main actions that companies pay a commission for, when they are completed. The first is a sale and the second is lead generation. In fact, CPA is considered the best method to generate mailing lists of targeted, qualified prospects. Usually, the commission is a flat fee in both cases, with percentage-based payouts being quite rare.

CPA Offers

After having looked at the outcome the advertiser will pay for, it is time to move on to understand the type of action a prospect will have to take for the outcome to be achieved. CPA offers are usually differentiated according to the action the prospect is required to take. Some of these take longer and require more of the potential lead or customer, making it more risky for the prospect, whereas others require minimal action and have a higher conversion rate. Of course, the more difficult it is to secure completion of an action, the higher the commission paid for that action will be.

E-mail Submits



These are the simplest types of CPA offers that offer a commission for every valid email address that is submitted through their advertisement from traffic you generated. E-mail submits have a very low payout per lead, but since very little is required of the prospect, the conversion rates tend to be astronomical. Thus, you will make up in volume what you lose in commission level.

Zip Submits



These are virtually identical to e-mail submits, except that the customer needs to enter a valid ZIP code. The commissions are relatively low but again, since little is required, conversion can more than make up for the low payout.

Short Form Offers



Short form offers require a little more information from prospects than e-mail submits, such as name, address, date of birth and gender. These offers generally do not require credit card details. The commission level varies but is in the medium range.

Long Form CPA Offers

These offers require much more information from the prospect and can usually mean low conversion rates, much lower than simple email submits, in any case. However, the payout is also substantial because

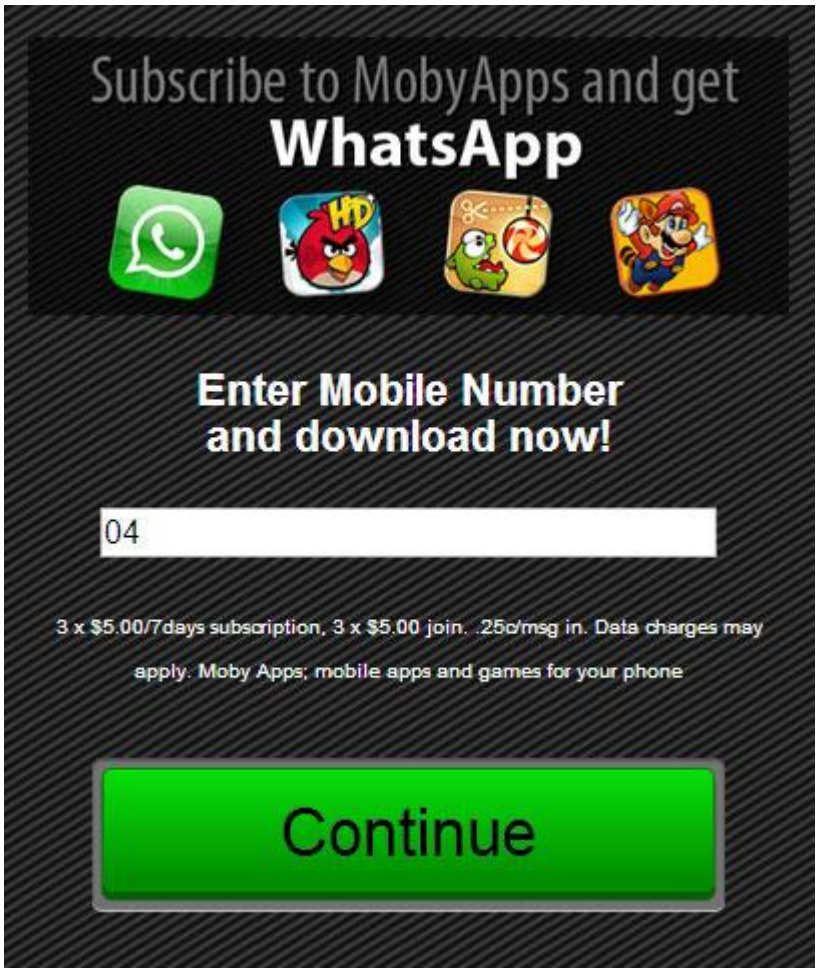
though the conversions are low, those that do convert will become highly qualified and relevant leads.

Downloads



There are CPA offers, which require the prospect to download a piece of software that is offered for free. The software usually contains some form of advertising, but it is not classified as malware or spyware as it can easily be removed at any time. The publisher gets paid for every download of the software. This can be a very lucrative prospect for the publisher, if the right audience is being targeted, because the prospect is not required to enter any personal details.

PIN Submits



These CPA offers are used when downloading to a mobile phone. The prospect registers with their mobile number and a PIN is sent to the number. This PIN needs to be entered when downloading a ring tone, for example. PIN submits also offer medium range commissions, from $2 to $10 per download.

Free Trials



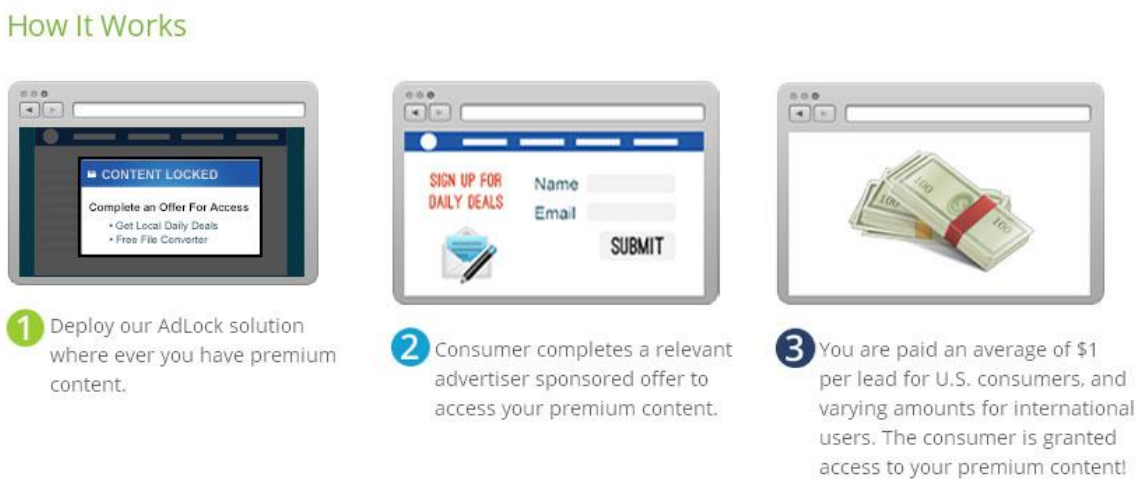
Contrary to popular opinion, free trial offers are still available. However, they must conform to certain FTC regulations, namely that customers will not be signed up for rebilling unless the offer clearly states that this will be the case. It is also mandatory that the customer can easily cancel rebilling at any time. Of course, this means that free trials are no longer as lucrative for affiliates because, essentially, these companies were tricking customers into purchasing their product or service.

Unfortunately, these companies did not understand the meaning of relationship marketing and how the ROI on a single customer can be much higher when trust is present.

Incentivized Offers

These types of CPA offers generally require one of the above actions, but the advertiser allows affiliates to offer prospects a bonus for taking the required action. Bonuses can be anything from information to cash or anything in between. These types of offers can be quite lucrative

because even if your profit is lower that with other offers, conversion rates can be quite high.



Content Locking

The simplest way to explain content locking is basically, visitors are presented with a gateway that asks them to choose from one or more free CPA offers to complete to get access to the content.

Instead of getting paid for a sale, you get paid for the visitor completing a certain action. Entering an email, zip code, etc. This means no customer, no sales and no support.

Please note that, not all CPA networks allows Content Locking, so you will have to make sure to pick one that supports content locking.

CHAPTER 3

GETTING STARTED

Now that we have covered the basics it is time to take action and start making a profit from CPA advertising. This chapter will cover the essentials of signing up with a CPA network and getting approved, whether or not you have a website.

What the CPA Networks Want

Understanding what the CPA networks are looking for is the key to being accepted as an affiliate. Even though there are many step by step processes available to guide you on getting an account it is best that you first understand the why so that if the script changes then you will be able to change with it.

You have probably heard that CPA networks are looking for experienced affiliates that have a proven track record and can drive lots of traffic to their offers. You may have also heard that they do not want to recruit affiliates with little experience. While not untrue, these statements are not completely accurate either.

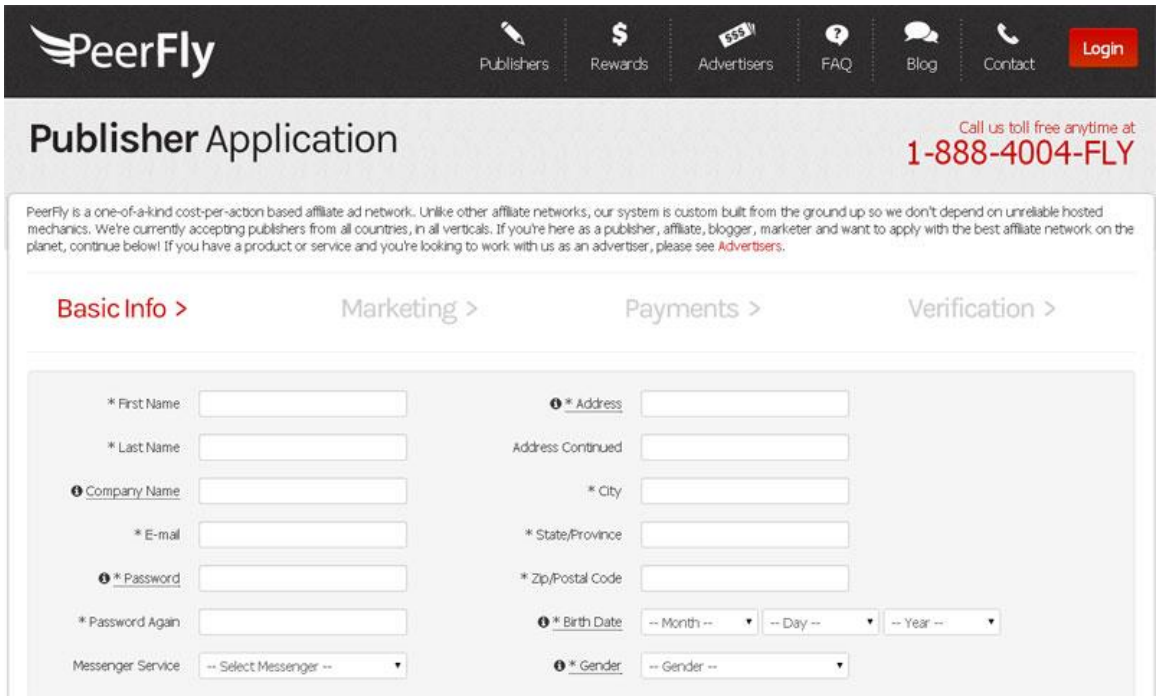
What the CPA networks want is to keep their clients happy by providing quality traffic that converts. That is the long and short of it. So, just as any company that is building its sales force, they will look for both experienced and inexperienced affiliates. However, what they do want to avoid is having affiliates that generate “false” traffic using certain black-hat or other notorious methods, which are beyond the scope of the present book.

Generating false leads hurts the advertiser, who loses revenue and ends up with a much higher cost per unit, it hurts the CPA network as

their reputation suffers and it also hurts the affiliate, who will lose the commission. The problem is that it turns into a snowball and others are also affected as advertisers lower the commissions they are willing to pay out due to risk and higher costs per sale.

Therefore, even if you have little experience in actually promoting CPA offers, but can prove that you have some knowledge of internet marketing techniques or are willing to learn, you will find a CPA network that will be happy to accept you. Of course, it doesn't hurt to learn a little about the network before applying and to get an idea of the niches you would like to work in.

The Application



The application itself is rather straightforward and if you have ever applied for anything online you shouldn't have much trouble with it.

You will be asked for your full name and postal address, as well as your email address and website.

If you don't have a website you can simply enter Google or a similar option and explain in the observation box that you will be building your website around the offers.

When applying it is important that you use an email address that is not from a free system, like Gmail, as you will not be taken seriously. While they may not be looking only for highly experienced affiliates, CPA networks still want to work with professionals.

The Dreaded Phone Call

This seems to be the most stressful step for many applicants and therefore we will quickly look at what you will be asked. This step is essentially a risk management tool for CPA networks to avoid having people with hidden agendas join the network and proceed to ruin their relationship with the advertiser. While not foolproof, it certainly does reduce the risks and only the highly determined get through this screening process, which is quite rare.



The network wants to know two things: how will you be driving traffic and which offers would you like to promote. Of course, they will ask other questions such as the level of your experience and how you found their network.

If you are new you don't have to hide the fact that you are just starting out with CPA and as long as you intend to use legitimate tactics to drive traffic, you will not have any issues. Simply explain that you have a great system that teaches you how to make money with CPA by driving high quality, targeted traffic that easily converts. That's all the CPA networks want to know because it will make their advertisers happy.

When asked which offers you wish to promote, if you already have a website and want to remain in that niche you can state the fact. Don't worry, you won't be limited if you decide to go into another niche a few days later. If you are not sure then explain that you will be picking the offers and building landing pages around them.

If you want to increase the chances of being accepted by the CPA networks make sure you draw up a logical plan to drive traffic and make the call yourself. You can explain your ideas and this shows that you are both keen to work with them and have potential.

Here are some CPA networks that you can apply for:

www.clickbooth.com
www.peerfly.com
www.adscendmedia.com
www.cpaway.com
www.neverblue.com
www.maxbounty.com
www.clicksure.com
www.shareasale.com

Note: *Some of the links may not be working by the time you read this report, so you may simply search google for* ***"CPA Networks".***

CHAPTER 4

CHOOSING THE RIGHT OFFER

Now that you have been accepted to the CPA network you need to browse the offers and decide which one you want to promote. There are a number of factors you need to consider, including the niche you want to focus on, the conversion rate of the offer and the target market.

If you are building your site around the offer then you need to focus on highly converting offers in hungry markets. Even though many advise that you should stay away from highly competitive niches because it will take too long to rank and get traffic, you should actually consider doing the exact opposite.

These markets have a lot of traffic and there is plenty to go around, so why not cast your net and catch a few fish yourself. After all, credit cards, forex and similar markets are markets where people spend plenty of money and this is where you want to be.

Even if there is absolutely no competition in the “knitting sweaters using green grass” niche, is there enough money in it to warrant your attention. Probably not. So, how do you pick the right niche?

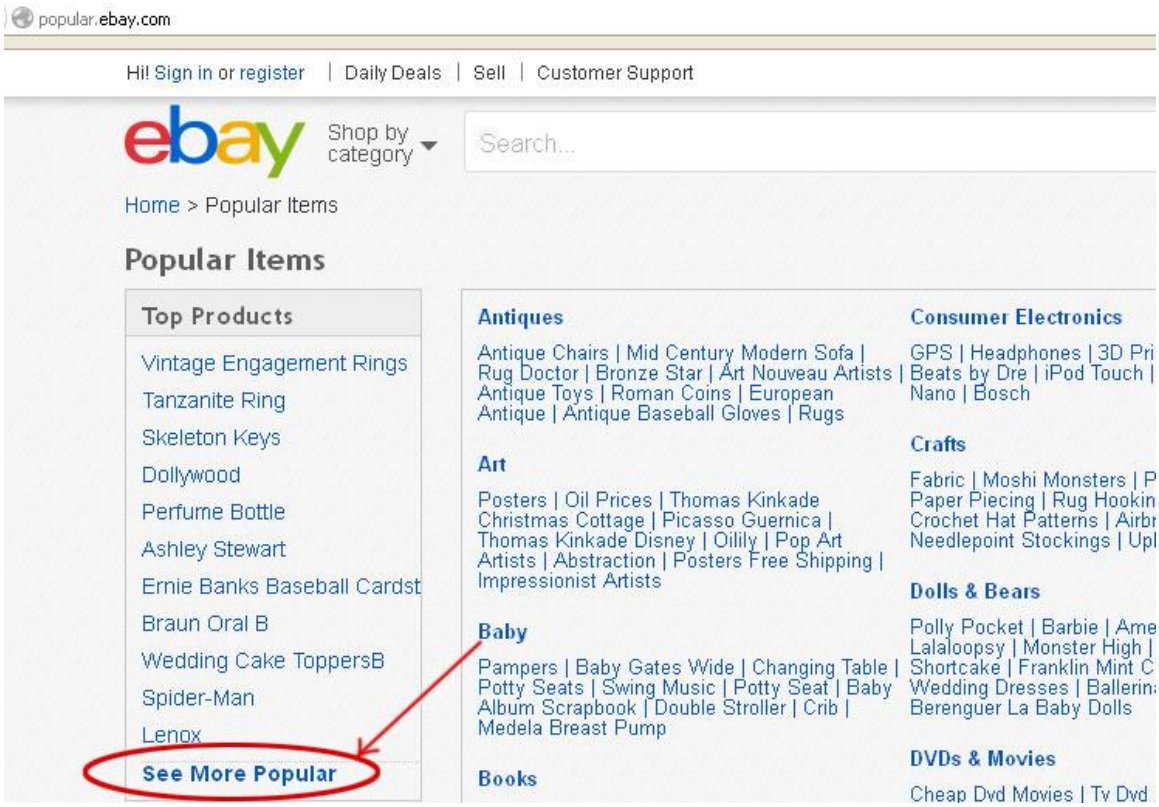
Research, of course.

Researching Profitable Niches

There are a number of tools at your disposal where you can research hungry markets and find the perfect niche.

EBay

http://www.ebay.com



One of these is the ever-popular eBay, which allows you to see the most popular searches on eBay (http://popular.ebay.com/). This is a good source of information if you are considering promoting a product based CPA offers. Using eBay Popular you will find which products are the most popular at a particular moment. This is useful both in determining whether the product itself is profitable as well as in finding keywords that you can target. However, we will be looking at keyword research further on.

Amazon

http://www.amazon.com

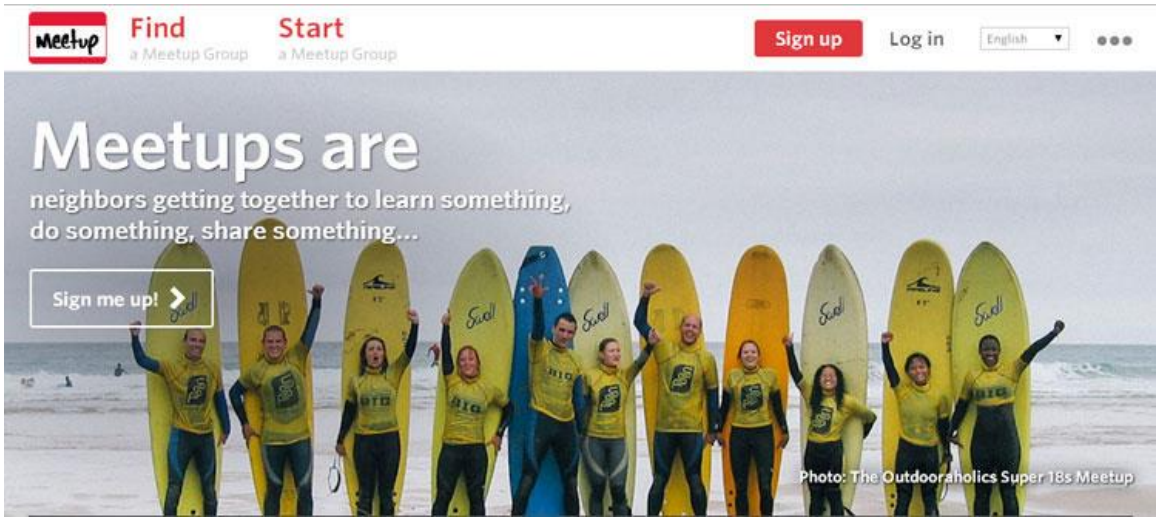


Another excellent source of information is Amazon where you can check the profitability of a variety of niches. It is an excellent source to research popular products as well as the profitability of a given niche. You can do this by going to the magazine section of Amazon (http://www.amazon.com/gp/bestsellers/magazines/) and finding whether or not a certain niche has a magazine dedicated to it.

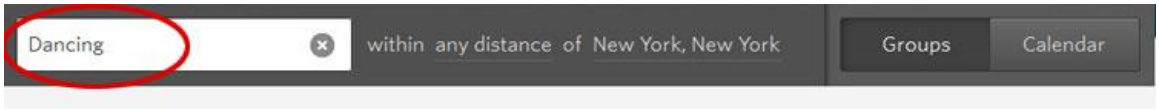
For example, hobbies are one area people will generally spend without thinking, so you can research which hobbies are popular enough that there are magazines dedicated to them. This means that people are willing to spend money and the more magazines there are in a certain niche, the more money people are willing to spend. You probably never considered that needlecrafts would be a popular niche but there are over 50 magazines dedicated to a form of needlecraft, from crocheting to knitting.

Meetup.com

http://www.meetup.com/



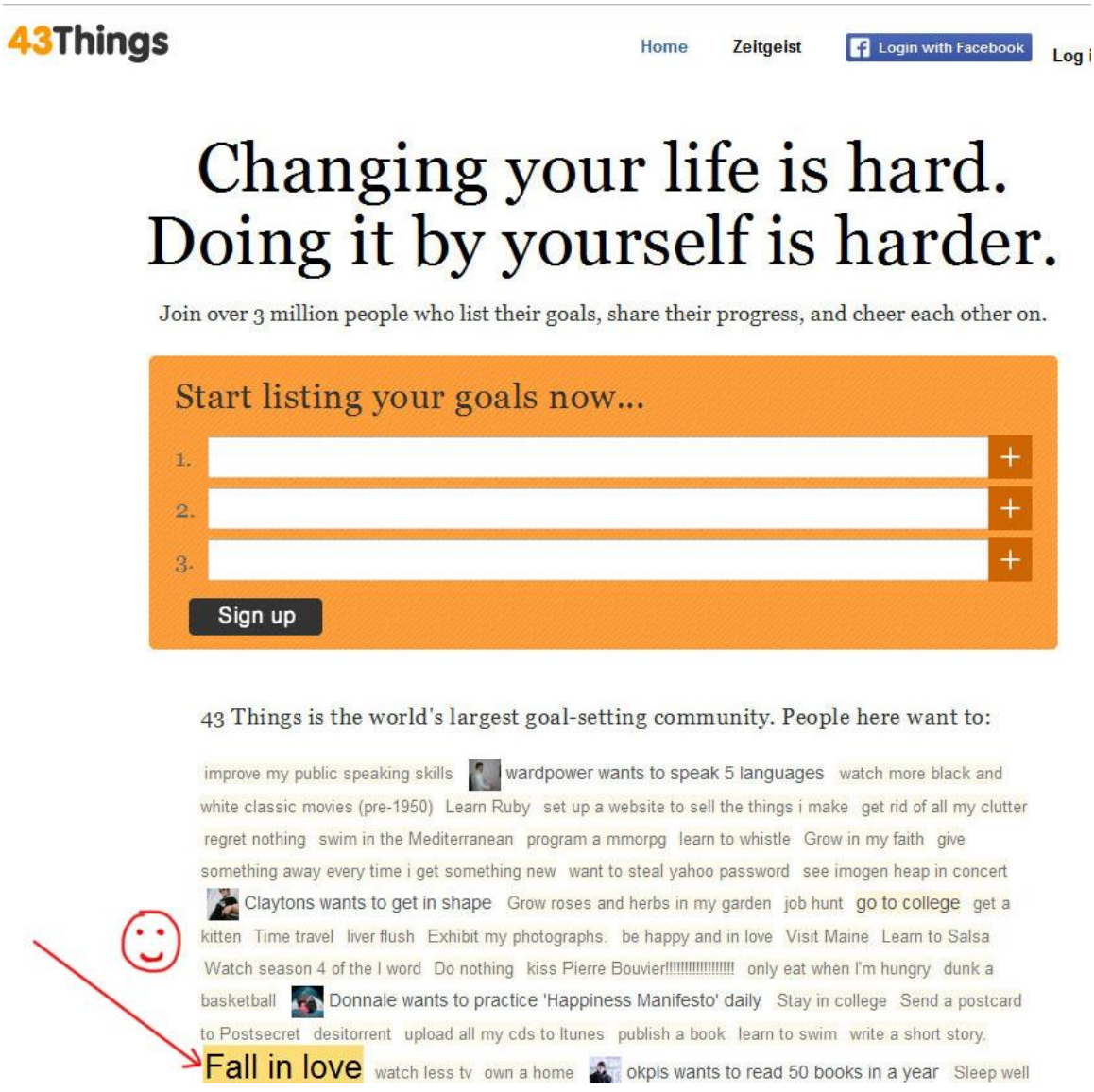
This site can be an invaluable source of information. Meetup is a site where people form groups based around their professional or personal interests, to network and make friends. You can find a lot of ideas for highly profitable niches by browsing the various categories. The more groups and members a category has, the more profitable it will be.



Continuing with our needlecrafts example, a quick search for “dancing” reveals there are over 7,059 groups all over the world focused on dancing. This leads one to think that it is a profitable niche, however unlikely it may seem.

43Things.com

http://www.43things.com/



Another excellent resource for inspiration is this goal-setting site. It is a social community where people name the goals their New Year's resolutions and the goals they wish to achieve.

It is a great starting point to find ideas you can delve into deeper to discover their feasibility.

Finding the Offer

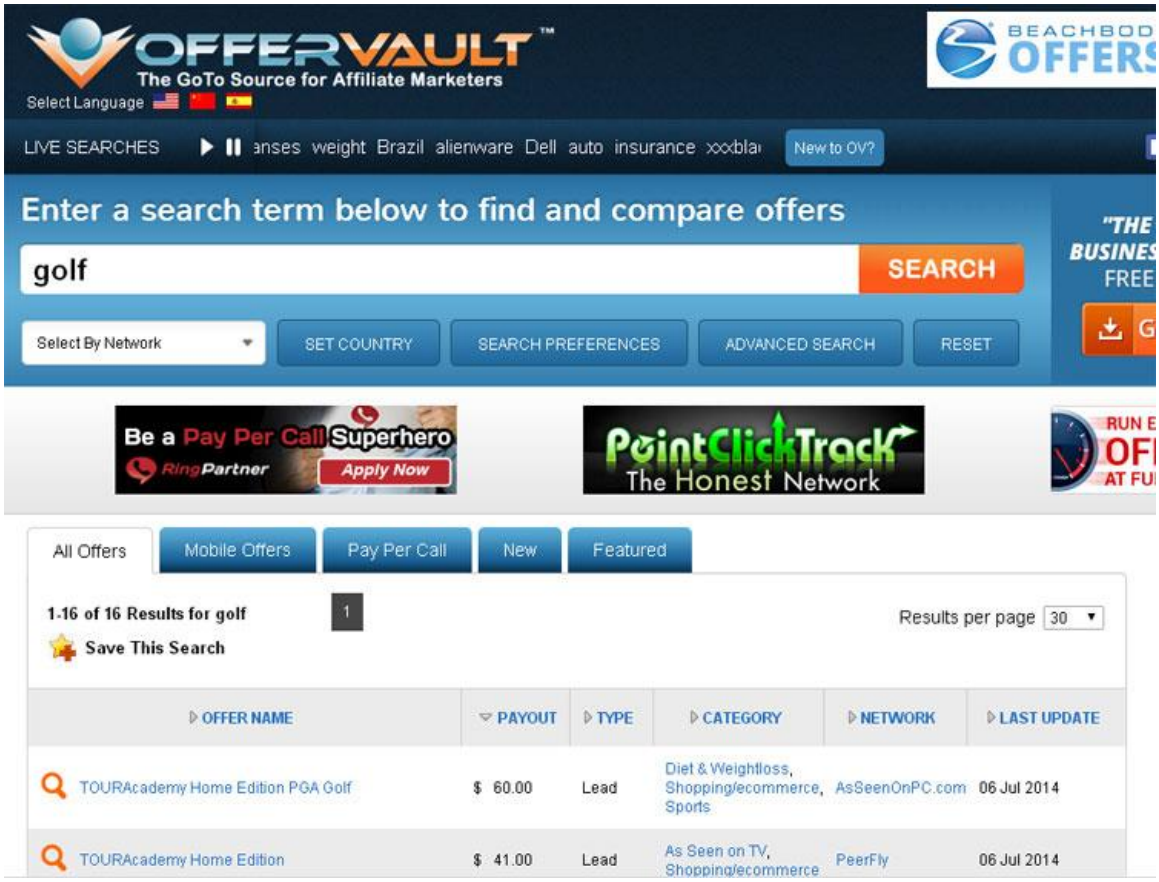
There are two ways you can approach picking out an offer. First, you can research a niche and the see if you can find an offer to suit the niche, or you can pick the offer and then do your research into that niche. The latter saves you from having to discover the profitability of a niche, because if there is a CPA offer for it then it is likely the niche is profitable. The former, however, gives you more flexibility in terms of monetizing your niche.

If you already have a niche picked out and are looking to find an offer, then one of the best sources of information is offervault.com which is essentially a directory for all the affiliate programs available on the web.

For example, a quick search for “knitting” reveals only 2 low value offers, therefore we will have to look at a different niche.

A quick search on the ever-popular golf niche reveals an interesting offer that we may be able to work with. It is from Peerfly and offers a whopping $41 payout per lead.

By delving a little deeper we find that offervault.com provides a lot of important information about the offer. The biggest advantage is that you can browse multiple offers from multiple networks, all in the same place. This cuts down on research time consistently.



Offervault also provides information regarding the keywords the offer targets, the demographics, which can be invaluable when designing the site, as well as a preview of the landing page. The latter is useful when determining the conversion rate as well as whether or not you should build a landing page yourself.

Just because it is a CPA network offer, it is not mandatory that it also has a good conversion rate, which is why it might be a better idea to pre-sell the offer with a landing page of your own.

Testing for Conversion Rates

Once you have picked out your offer, you need to test it for conversion rates. Of course, you could ask your affiliate manager outright about it, but usually you first need to develop a relationship before you will get a straight answer. However, some networks also provide the average conversion rate with each offer, making your life much easier.

On the other hand not every network does this and it is still in your best interest to gather your own data, as there is nothing more accurate. There are many ways you can test but you will receive the most accurate information from setting up your own site and tracking the traffic to see how well it converts for the offer you are promoting. This is a method that takes quite a while but it also doesn't require a substantial investment on your part, unlike other methods.

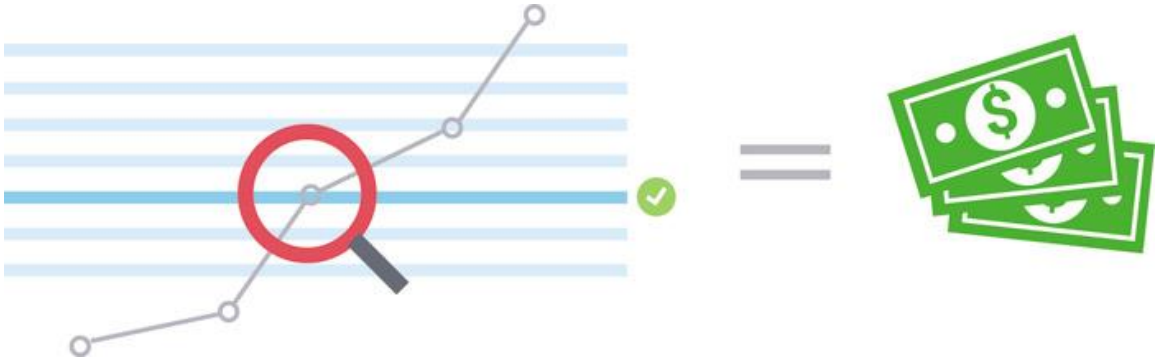
Another method you can use is Bing Pay per click ads, which is an excellent shortcut, as you don't have to build your own page or promote it because you can put your affiliate link straight in the ad. However, this can be a costly exercise and if you have little experience in setting up PPC campaigns and working with CPA it probably isn't your best option. Later, we will be covering the use of PPC to drive traffic to your offer and the same method can be used with Bing to establish conversion rates.

Now, in both cases you need to track traffic. The key to running any profitable campaign is to always be testing and improving your conversion rates. The only way you can effectively test multiple campaigns, landing pages and advertisements is by tracking your

traffic. The most popular tool for this is Google Analytics, since it is also free.

Google analytics is a very useful tool for tracking traffic, keywords and much more but it does have its limitations. You will find that as you progress you will need more and more information, which only a paid tool will be able to provide, such as hypertracker.com. The latter allows you to track virtually every link you put up on the Internet.

Keyword Research



Now that you have decided on a niche it is time to compile a list of keywords you will be using to generate targeted traffic. When choosing your keywords you need to take a few factors into consideration, namely that you want to target keywords with a decent search volume, minimal competition for the beginning and also terms that are considered buying keywords. Let's look at all of these individually.

Search Volume

What does a reasonable search volume entail? Well, that depends a lot on how you intend to build your site. You can choose to target

keywords with a high volume of searches but also relatively high competition or you can take an inverted approach, targeting low search volume terms but low competition as well. However, instead of targeting a single term, you would target a number of keywords.

So, returning to our golfing example, instead of targeting the term golf, which not only does not really target the correct traffic it also has a lot of competition, we look to target keywords with less searches and less competition.

While the term “golf” certainly has many more monthly searches – approximately 4 million – it also has over 250 million competing pages, with over 25 million of them targeting the term in the title, which usually means it is a marketing site.

However, “golf vacation” only has 243,000 competing pages and only 5,380 features the term in the title. Even though these are better figures they are still too high to rank for quickly. A good rule of thumb is to start out with terms that have fewer than 50,000 overall competing pages and under 5,000 pages with the term in the title.

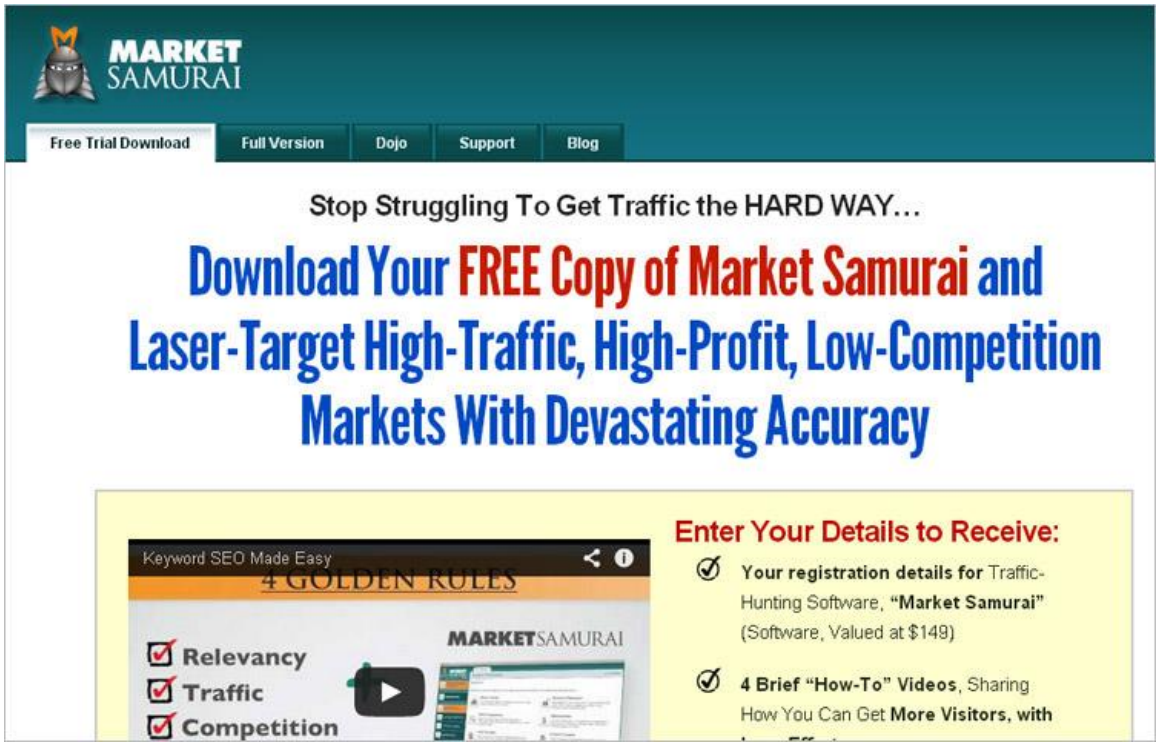
Regarding search volume you will want to target terms that have a minimum 1,500 searches per month on the exact setting in Google’s keyword tool.

Keyword Research Tools

Until now, we have used Google’s free keywords tool, which is highly effective and accurate. However, there are also paid keyword research

tools that are just as accurate, if not more so, but that also provide other vital and valuable information at the click of a button.

Essentially, they streamline the research process so you won't be wasting as much valuable time. One of the more popular keyword research tools is Market Samurai.



As you can see besides daily searches these tools also returns overall competing pages (SEOC) as well as pages with the keyword in the title (SEOTC). It also features multiple tools to allow you to analyze Adwords costs and click through rates, which can be highly beneficial when designing your own PPC campaigns later on.

Market Samurai features multiple additional tools, besides keyword research, that you will find invaluable for your online business. The

software helps with researching content for your chosen keywords, monetization options, SEO competition and much more.

CHAPTER 5

SETTING THE STAGE

Now that you have your keywords, the next step is to set the stage for your visitors. In the previous step you identified keywords you could use and now you will have to create a website with content focusing on those keywords.

The Website

The step-by-step building of a website is outside the scope of this book; however there are plenty of online resources that can guide you when building a website. We suggest you use Wordpress or a similar content management system as they have excellent functionality as well as multiple resources that can be used to increase the level of search engine optimization.

Content is King

Even though there are many automated options that allow you to populate a website with content that is a mish mash of information from other sites, it is not exactly a long term or effective solution. You may get temporarily ranked for keywords, though this is increasingly unlikely in the wake of Google's many algorithmic updates designed to eliminate such sites from their search results. Even more importantly though, the question you should ask is what the point of such rankings is, if visitors will hit the back button as soon as they start reading.

There is a big difference between providing quality content that still entices the reader to click through to the offer and providing total garbage. This is not just about building relationships; it's about cold, hard cash. Why spend additional dollars generating new traffic when

you can spend less on new traffic generation while focusing on maintaining existing customers? It is a lot cheaper to keep your current customers than it is to get new ones.

Additionally, by creating quality content that is informative and helpful you are already preselling to your customer. However, we will cover techniques to improve conversion and click through rates in another chapter.

The conclusion is that the better your content the higher the number of return visitors and the more you can earn per visitor, which essentially increases your bottom line.

CHAPTER 6

TRAFFIC GENERATION

Traffic generation is the second most important step in becoming profitable with CPA, or any form of online marketing for that matter. There are many different traffic generation techniques and we will take a brief foray into quite a few of these. However, it is advisable that you master one traffic generation technique very well before you move on to the next or you will be spreading yourself out too thin.

The Written Word

One of the most talked about traditional traffic generation techniques is article marketing. However, there are many ways to take advantage of the written work and they are not limited to article directories, hence the title of this section. The key to driving traffic with the written word is to write high quality content that provides a lot of value to your readers while still enticing them to click through to your site for more.

Writing Effective and Compelling Content

The more value you provide to your readers, the more likely they want to read more and click through to your site. Essentially, you are breaking down their mental blocks to traditional advertising as you are providing value before asking for anything in return.

You need to remember that traditional advertising methods are losing their efficiency and people don't want to be sold to aggressively. Thus, by providing value you will find that your conversion and click through rates increase exponentially.

Article Directories

Article directories are not as effective as they once were and are used more for general back linking and content syndication purposes than to directly drive traffic. However, the larger, more authoritative sites still have their uses as long as the content is well written and provides valuable information.

The secret to writing effective articles that drive traffic to your site is to never provide a conclusion to your article that leads the reader to believe there is nothing else to discover. A good article will make the reader believe they will discover more information on your site. Since you already provided quality content, they are tempted to click through to your site to find out more.

One blatant way of doing this is by giving your article a title such as “7 Tips on Finding the Cheapest Golf Vacations” and only providing four or five of those tips in your article and inviting readers to click on your link to discover the remaining tips. However, be careful, as some article directories do not allow this, such as ezinearticles.com, still the most popular article directory online at the moment.

There are ways to compensate by using the resource box effectively. In other words, your article shouldn’t provide a conclusion and your resource box shouldn’t provide information on you. Essentially, you want your article to flow into your resource box and provide an invitation for readers to find out more from your site.

Another benefit to providing high quality content is that many webmasters pick up quality articles from these directories and post

them on their own sites, leaving the resource box and your links intact. This essentially gives you incredible exposure while serving to establish your authority in the niche. In turn, this helps to build the trust your audience has in you.

High Profile Content Syndication

In comparison to article directories, the value of writing high quality content for reputable sites increases exponentially, even if only your name is featured and you aren't allowed to link back to your site. You will quickly become an authority in your niche and people will want to learn more about you and will search you out.

Remember, though, that for this technique to be effective you really do need to create substantial quantities of great content that provides readers with a lot of value. You can search out high profile sites in your niche and offer to write some content for them as well as offering to do some guest blogging for free on blogs that are also in your niche.

The simple fact that a trusted site publishes your article, will give you a big traffic boost as people view you more and more as an authority.

Document Sharing Sites

A rarely spoken of traffic generation technique that is quite effective is uploading free reports to document sharing sites such as issuu.com or scribd.com. These seem to rank much quicker in Google and while they are not that effective for backlinking purposes they can drive a lot of traffic to your site quite quickly. The advantage is also that since you

will be uploading the work in pdf format, it won't suffer any so-called duplicate content penalties.

The duplicate content penalty is, in essence, a myth, as stated even by Google. However, there are quite a few article directories that won't allow you to publish the same article somewhere else and then publish it to their site. This is why document-sharing sites are such a boon because you can still repurpose that content and milk it for every drop of traffic that you can.

This is also a great way to make money from direct affiliate marketing because you can add your affiliate links right into the documents with most sites. However, make sure you check the terms of service of each directory beforehand so you don't end up banned.

Blog Commenting

Another effective traffic generation technique is blog commenting. However, this also must be done wisely because just dropping a one liner stating that you thought the post was great is not going to win you any brownie points. The problem is that many people have no idea exactly how powerful a single, high quality comment that provides value can be. It not only increases exposure as well as traffic but also provides a stepping-stone to start building relationships with other sites in your niche so you can later leverage their authority.

Some excellent tips on increasing exposure is to make sure you are among the first to comment, because few people will scroll through one hundred comments so the earlier you comment the more

exposure you will get. Again, make sure your comment provides a lot of value by being insightful and relevant to the article you just read.

Forum Marketing

Another highly effective yet often ignored source of targeted traffic is any forum in your niche. By providing quality information in posts that add value you will have people wanting to click through to discover what else you can provide them with on your site. After all, if you are providing so much value on a forum, how much more will you be providing on your own site.

Do not underestimate the power of building relationships on forums and using them to drive traffic. All you have to do is search on Google for forums or boards in your niche and you will certainly find more than enough. Make sure you read the terms of service before you begin posting as some forums have a rules pertaining to signatures and outbound links. You wouldn't want to antagonize the people who run the playground where your target market likes to play.

Podcasts

Another effective way you can reuse your content is by turning it into podcasts. Essentially, you just read your article and record yourself as you do it. You can then upload the podcasts to popular podcast sharing sites and watch as the traffic begins rolling in.

Video Marketing

With video marketing you can both repurpose existing content as well as creating sales and advertising videos.

Repurposing Content with Video

You can essentially repurpose your articles by creating videos showing slideshows of your articles with you reading them aloud. There are also websites, such as ArticleVideoRobot.com that allow you to upload your article and convert it into a video automatically, with a computerized voice reading your content. The service is not free, but it does offer a free trial to see if you like it.

The time you save is invaluable, especially if you are not very familiar with video editing software. Another option, though, is to use either Camtasia or Camstudio, which record everything that happens on your screen as well as audio. This way you can record a slideshow running on your computer while reading your article aloud. Camstudio is FREE, with fewer features, of course. However, it is still quite effective for your marketing needs.

Direct Video Marketing

Rather than repurposing content, you can create short 30 second or one-minute videos that feature photographs from your niche, combined with music to create an invitation for people to visit your site. These videos are highly effective as you can upload them to multiple popular video sites, including YouTube using Tubemogul, a

free service that uploads your video to multiple directories while also providing tracking capabilities.

Note that Tubemogul do NOT like affiliate marketing, or anything that they think might look like affiliate marketing. Dedicated syndication solutions such as Brightcove may be more secure option if you get very active in video marketing, or for less frequent projects, hiring an assistant from Fiverr.com to submit your videos for you is an economical alternative.

Creating the videos themselves is also quite simple with sites such as Animoto, which allow you to create 30-second videos for free.

You upload your own images but the site offers a wide range of effects that you can use to create stunning and highly effective videos. One of the advantages of animoto.com is that it also features a number of premium plans that allow you to create longer videos and also give you access to a comprehensive library of royalty free music.

Increasing Exposure

There are a few techniques that you can use to increase the traffic to your videos and thereby increase your own exposure. The first of these is to find popular videos in your niche with lots of views.

You will then want to create a video using a description, keywords, tags and a title closely resembling the popular video. This will enable YouTube to associate your content with the video and make it more likely that your upload will be shown to viewers of the original video, as a related video in the sidebar, or at the end of the original video.

You can also embed your videos on a number of sites to further increase exposure such as:

http://vimeo.com/
http://www.dailymotion.com
http://vube.com
http://www.metacafe.com/
http://www.instructables.com
http://www.myvidster.com
http://www.videosift.com
http://www.maxior.pl/

Note: *Some of the links may not be working by the time you read this report, so you may simply search google for "**video sharing sites**".*

A great way to increase your click through rate to your site is by submitting two part videos, with only one part featured on the video sharing sites while the other is on your blog.

Social Media: The New Face of Marketing

As previously mentioned, social media is now an integral part of any successful marketing campaign as more and more people are relying on it to communicate with friends and even family. It is a great tool that you can use to form a relationship with your audience as well as drive new traffic to your site.

Firstly, social bookmarking of your articles on sites such as Digg, Delicious and Reddit increases the number of backlinks going to your site as well as using the leverage of social media to direct traffic to your

site. The more value you provide with your content the more people will click through to your site to learn more.

Facebook

Even if you don't have a Facebook page, it's likely most of your contacts and acquaintances do. They do, after all, have over 1.3 BILLION registered users. Since everyone and their dog is on Facebook, you have no choice but to be there too.

The first rule of Facebook is to keep your profile very professional. You should use your profile to share information about your brand or business and to promote any special or noteworthy events.

However, in terms of marketing, the best aspect you gain from Facebook is the ability to share links to articles or other media, and even share links to your other social media platforms.

As well as the obvious advantages of being able to informally connect with friends of friends and widen your circle of influence through social interaction, Facebook also offer a number of powerful tools to promote your offers to people you DON'T know, such as Facebook Groups, Fan Pages and even PPC adverts and sponsored posts.

Twitter

Twitter is in a league of its own and is worth mentioning separately. This tool is a complete promotion package all on its own which provides you the opportunity to find your target market, learn about them and then create a bond with them. It is a powerful tool you can

use to build your brand and establish yourself as an authority in your niche.

It is a great way to connect with others and learn from people in the same industry while it is a great way to also gain valuable feedback from your customers. By interacting with people on Twitter you provide what is so lacking in today's world when it comes to the interaction between retailers and consumers, namely a human face.

People are immune to advertising and they want to buy from someone they know and trust. There is no better way to connect with someone than through a microblogging platform that allows you to share messages throughout the day.

Using Twitter as a marketing tool effectively requires an in-depth study all on its own. However, some pertinent advice is that you need to build relationships with people rather than sending out only promotional tweets as you will end up with people refusing to follow you. Remember that the key is to build trust and then you will find that people will be more open to the products you are promoting, as long as you truly provide only value.

Remember that one loyal customer is worth ten one-off buyers because that customer will purchase more from you while costing you much less than gaining new customers.

The key to Twitter is to get as many followers as possible. You can do this by following other people who have similar interests to you and may be interested in your website. Some of them will follow you back and if your tweets contain valuable, interesting information they will

continue to follow you. Eventually, they may begin to retweet your posts and this is how you expand your Twitter follower base.

Stumbleupon

Another social marketing service that deserves a mention is StumbleUpon, a service that allows people to share their favorite sites with their friends and people who have similar interests. This service is invaluable for backlinking and driving targeted traffic straight to your offer. Properly leveraged, StumbleUpon can be an extremely powerful tool.

Banner Ads: Yay or Nay?

Banner ads used to be very effective, but it appears that people are beginning to suffer from “ad blindness” where they are concerned. However, if the price is right or it you are gaining banner space as part of an exchange then it is worth putting up a few banners, just to test their efficiency. At the very least, if your banner is on a high authority site it will increase your credibility and authority as well.

Banner design is also very important and you need banners that stand out but are not irritating to the eye, either.

CHAPTER 7

DRIVING TRAFFIC WITH PAY PER CLICK CAMPAIGNS

One of the fastest ways to generate traffic is by running pay per click (PPC) campaigns with some of the biggest advertising networks online, the largest by far being the Google Adwords program.

First you will need to create an account. If you have a Gmail account, you will be able to use it to log in to the Google Adwords area. You will need to make a deposit of around $100. It is unlikely you will use it all, especially if you search for coupons and promotional codes online, which you can use to supplement your account.

Next, you will need to do some keyword research specifically for your PPC campaign. The first place you will be looking is at the CPA offer page and you will need to gather all the long tail keywords. The long tail keywords you are looking for need to be made up of minimum three words, preferably more, as they are laser targeted and not as expensive as the more general one or two term keywords. Initially, it's best you gather the keywords manually until you learn to spot them easily. Subsequently, you can use offervault.com or other paid keyword research tools to compile your list of keywords.

Returning to our golf CPA offer, offervault.com offers a long list of keywords we can use, some of them more targeted to our needs than others. For example, we have general terms connected to Myrtle Beach or golf, but these are much too general for what we need and will be much too expensive.

"Myrtle beach golf package", "myrtle beach golf vacations" and "Myrtle beach golf vacation packages" are perfect example of highly targeted long tail keywords. The longer the keywords are the less expensive they will be. Even if they individually have low search numbers you can

afford to use many more since they are so cheap compared to the more general terms.

Now, when picking out your keywords you need to focus on words you believe people will be using when they intend to buy. So, for example, “cheap Myrtle beach golf vacation” indicates higher purchase intent than “Myrtle beach golf”. In the first case, the searcher has already clearly decided where they want to go and they are looking for a deal, while in the second case they are still researching their options.

You are going to need a lot of these keywords, so you will probably be spending around three hours making a list. You can use a keyword research tool but as previously mentioned it is wiser if you do it by hand so that you can really understand and learn the process. Once your list is complete you also want to visit SEObook.com and use the misspelling tool to generate typos that people may use when searching for Myrtle Beach golf vacations. As you can see there are quite a few variations and the advantage is that they will be pretty inexpensive versus more general options.

Once you have your list you will need to break it down into sets of 5 to maximum 15 keywords per set. You will take your keywords and make one primary campaign for them in Adwords and then sub-campaigns for each keyword theme. You want to keep the groups as targeted and relevant as possible.

So, go to create your first campaign and then you will set your daily budget.

The next step is to create your advertisements based on each keyword group. You will probably want to create anywhere from two to four advertisements per group. You will see some tips on writing effective copy for PPC advertisements as well as landing pages in the following chapter.

The next step is to set all the keywords to EXACT and PHRASE match because you want to make sure you will be getting highly relevant and targeted traffic.

You will want to redirect your traffic to your blog or site rather than a landing page for a simple reason known as QS. The QS or Quality Score is a score Google uses to determine whether you are simply selling something and therefore a commercial site, or if your main goal is to provide information while also selling something on the side.

This is important because the QS affects how much you will be paying per click because Google feels that a non-commercial site should not have to pay as much as commercial sites with large budgets. Additionally, you are also preselling to your visitors and providing value to them first. You will find that within a few weeks your click through rate (CTR) will rise, your QS will rise and your PPC bidding price will drop significantly.

Another reason you split your keywords into groups is to be able to track them and determine which ones are more effective than others, besides keeping your relevancy score high. This way you will be able to filter out keywords that are not converting and increase the efficiency of your campaign.

Now, even if you have an excellent return on investment, it doesn't mean that your work is over. You need to constantly analyze what is working and what isn't and improve on it. That is the secret of any online campaign, to keep testing and improving where you can.

CHAPTER 8

AUTOMATING YOUR CPA INCOME

You have probably often heard the expression “the power is in the list” and it is quite true, both for offline as well as online selling. The list is essentially the equivalent to having your own mint allowing you to print dollar bills whenever you need some cash.

Of course, the value of a list lies not in its size as much as in its responsiveness, in other words in the click through rate. So, even if you have a list of 50,000 subscribers, it really holds little value if only ten people actually click through. However, if your list is only 500 subscribers but 50% of them click through to your site or offers, you have a highly responsive list that is much more valuable even though it is much smaller.

Now, your first instinct may be: Why should I get people sign up to a list when I am promoting CPA offers and they could sign up for the offer? The answer is very simple. Wouldn’t you like to have access to a highly targeted list of proven buyers in your niche so you could promote a variety of offers to your heart’s content?

Returning to our golfing example, there are many other offers other than the golfing vacations that can be promoted. Another advantage is that with a targeted list you have multiple monetization methods and if you already have built trust and are an established authority, you can even consider launching your own product at a later stage.

How do you go about building a list? Read on to find out.

Getting People to Subscribe to Your List

This is relatively easy as long as you are providing valuable content. The best option is to give something away for free or for an extremely low, symbolic price. The latter is the best option to make sure that the people signing up for your list are not simply freebie seekers but willing to spend money, even if it is only $1.

So, taking our golfing vacation offer as an example, you could create a short report on how someone could improve their golfing game or how to find cheap golfing vacations. You would advertise your free report using a number of the previously mentioned methods to drive traffic, except that your link would lead straight to a squeeze page, where people would sign up to your list to obtain their free report or information.

The secret lies in creating and offering valuable content in your free report while also using an effectively designed squeeze page. If your report is good then people will want to learn more and it will be the first step in building your relationship with your list.

Effective Squeeze Pages

Effective squeeze pages offer visitors only two choices, either they sign up to your list through the opt-in form or they leave. This page is not to be filled with other offers or options because you want people to focus on one single thing and that is to sign up to your list.

A highly effective squeeze page offers visitors only two options. They either sign up or leave the page. Your squeeze page needs to be as simple as possible so as not to distract your visitor from the main goal, to opt-in.

List Management Systems

You will also need a system that helps you manage your list and the most popular is Aweber for beginners. There are much more advanced systems but they come with a price tag to match.

Aweber will allow you to manage your subscribers, send out newsletters, track and determine the efficiency of your emails and much more. More importantly, it automatically requests a supplementary confirmation from the user so that you are covered from all legal points of view when sending out emails.

CHAPTER 9

INCREASING CONVERSION RATE

It doesn't matter how much traffic you drive to your site, if your landing page is not well written then the traffic won't convert. It is worth spending more time and money crafting a good landing page as well as effective advertisements than driving traffic and forgetting about your copy.

The Power of Understanding

The most powerful tool you have when crafting copy is an understanding of your target market. If you can understand what they want, what drives them, what their desires are you will find it easier to write copy that converts. Understanding your demographic, your audience, will help you to adapt your writing style, the language you use and the overall attitude you convey in your copy.

You need to understand what drives people, what drives consumers to buy. Rather than simply following a step-by-step procedure to write copy, if you can get inside the head of your audience you will find it easier to sell to them, no matter your niche.

Essentially, everything people do is either to avoid pain or to gain pleasure. There are very few purchases we make that are not mere wants. Even the food we buy is mostly based on satisfying a pleasure rather than a true need.

Another important factor you need to remember when crafting copy is that people will do much more to avoid pain than they will to gain pleasure. Therefore an effective sales process will remind people of a pain and show them how your product can help them avoid it.

Essentially, your copy needs to show your visitors why it would be more painful for them not buy than to buy.

Therefore, with our golf vacation offer, we need to identify who would be interested in such a vacation and why it would be more painful for them not to buy than it would be to buy. Thus, someone who is very passionate about golf would be interested in going on a golfing vacation and it would be more painful for them not to sign up for your offer because they may end up going on a vacation anyway, but somewhere that does not involve golf. This is a minor example and a deeper understanding requires asking more questions, researching and really putting yourself in their shoes.

Effective Copy

Effective copy needs to be persuasive but without appearing as if you are trying to blatantly sell to them. You need to appear more as someone who is on their side; a guide recommending something that you feel may be useful to them. You need to address their fears and stir up their need to buy but without doing it blatantly.

It is also vital that you know the product or offer you're promoting very well. If you write with no knowledge and just throw together a sales page, your prospects will be able to tell and you will lose much more than you will gain.

Great Sales Pages

Writing for the web is unlike other forms of copy writing. You need to remember that people are impatient and often won't read long paragraphs with little spacing. This is usually because there is so much information available that people have learned to essentially skim everything.

You first need to create an attention-grabbing headline. You basically want to grab your visitors by the eyeballs to convince them to keep on reading. You also need to address your target audience and make sure your headline includes a benefit that your offer will provide to the audience.

Remember to use short sentences and easy to understand language. People don't have the patience to dedicate themselves to fully reading your copy so if you are writing long, involved sales letters you might as well not write anything at all. To improve readability also make sure to break up the text with plenty of subheadings, bullet points and short paragraphs.

You also need to make sure that your copy is entertaining and tells a story. You want to keep people interested so don't go on and on about the features of what you are offering, but present the benefits to the consumer if they make the purchase. People are generally rather self-centered so the first thing they will want to know is: "what's in it for me if I buy?" Successfully answering this question will see a substantial difference in your conversion rates.

Testing

In CPA Marketing tracking is extremely important. If you do not track then you are going to lose a lot of money and never know where your actual profits are coming from. For those of you who do not understand tracking, let me better help you to understand. Imagine that you've put together a list of 10 keywords to use in Google Adwords.

Now, your CPA offer is running and you're making around 15% ROI on the offer you are promoting. You want to know EXACTLY which keywords are bringing in the profits and which ones are not performing well. This way you can get rid of the "bad keywords" and pump more advertising dollars into the "good keywords." Tracking is more important in CPA Marketing than any other type of marketing because everything moves so fast. You should know day-by-day exactly what keywords, method of advertising, landing pages, and more of what is working and what's not working.

When tracking in CPA Marketing it's important to track all of the following:

- Ad Groups
- The Traffic Source
- Which Keywords Are Converting
- Type of Advertisement (text or image ad)
- Which CPA Offer Converts Best
- Which Landing Page Converts Best
- The Ad Group and the Ad Variation (Conversions and CTR)

The most important item to track is your PPC (pay-per-click) advertisements. In these days there are many advanced free tracking programs provided by Google, Yahoo, and MSN to help you track your conversion and CTR rates. Google Analytics is the most popular and it works very well to help you decide which ads, keywords, and more is working best. All you need to do is get the conversion tracking codes from the tool your PPC account and ask your affiliate manager at the

CPA network to have the advertiser place the code on the advertiser's success page. They will be happy to do this for you. Most marketers new to CPA do not bother to track results until they finally learn the hard way about how important it really is to track where your converting and profitable traffic is coming from.

CHAPTER 10

DON’T PUT ALL YOUR EGGS IN ONE BASKET



One mistake that people consistently make is either to put all their eggs in one basket or spreading themselves too thin. In the first case they focus only on one niche or one site and they work on it for months only to find that Google changes their algorithm slightly and they lose everything they have worked for so hard. On the other hand, there are those that have sites in every niche and there are so many of them that they can keep up at all.

In both cases, the result is the same and you will end up not earning a cent. You need to strike the perfect balance between using multiple monetization methods and not relying on a single revenue source while also not heading into the other extreme. If you spread yourself out too thin there will be no way for you to effectively promote each site you own because you simply will not have enough time to do it.

You will end up burning yourself out and giving up because you will think you are using a method that is not effective and then jump to the next method that seems to offer the perfect solution.

The only perfect solution is the one that you implement. Therefore, if you really want to be successful in building a business, both online and offline, you need to take action and be persistent. Remember to plan for the long term because short-term solutions will only burn you out and you will never create the lifestyle you are looking for. If you want to

be financially independent, then take action today and start implementing the system you have learned.

Pick a few CPA offers, build a few blogs and landing pages and start driving traffic. Nothing will help you learn better than experience and you will learn to tweak campaigns for maximum ROI and conversion rates.

You will quickly learn which types of offers convert and which don't. Additionally, you will be building a foundation to use other monetization methods and maybe even launch your own product at a later date.

Here's to your success. ☺