

CPA Wizardry 2.0

By Thomas Utt

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Introduction

Firstly, I want to thank you for purchasing this guide and I believe you will find it tremendously helpful. I know a lot of people new to Internet Marketing, and CPA marketing have no idea how to start or where to begin. You hear of people making all this money online and you want in on the action, but have no idea where to start. I hope this guide will change that for you.

I am not going to go into detail about myself or how and why I got into internet marketing, and I am sure you couldn't care less. You are reading this to learn how to get started in CPA marketing, so lets dive right into the meat and potatoes.

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What is CPA and how do I become a part of it?

Unlike ClickBank, CPA Marketing is where instead of selling somebody else's product, you only need a person to perform a certain action. You get a commission if you can get somebody to fulfill a particular action, which may be anything from entering their email address, entering their zip code, filling out a short form or trying a free trial. CPA marketing is a form of lead generation where you will get paid for every lead instead of every sale.

CPA Marketing has been super popular in the last year, because more companies are trying to capture online sales and they realize lead generation can be massively profitable.

They are willing to pay you very well, for these leads. So it is our job to effectively get the leads for our CPA networks who then sell them to the companies.

Don't worry, it's is much easier than it sounds!

Here is a small list of CPA networks you can apply to if you don't already have an account. If you are new, then the top 2 are going to be the easiest to get approved for.

cj.com

cpalead.com

copeac.com

fluxads.com

maxbounty.com

neverblue.com

azoogle.com

[HERE](#)

There are HUNDREDS of other networks to apply for.

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If you don't get accepted by any in the small list I gave you, then just google "cpa networks" and you will find a boat load of networks. So don't let getting denied by a network or two, or even ten, stop you from earning an income online.

Here are some good tips to help you get accepted to a CPA Network..

Call them immediately after you send the application, or as soon as the work week starts if you apply on a weekend. Their numbers are usually on the front page.

When you call them say something like...

"Hi. I just sent in my application and I would like to get my account approved as soon as possible, I plan to start a campaign within the next week."

They usually ask you some questions like,

Network: "How do you intend on promoting our offers?"

You: "Well, I currently use PPC, banner ads and some Offline Promotion"

Network: "What offers are you going to promote?"

You: "I will promote anything that converts well".

Now they usually ask you for you're website. In this case you have two options.

If you already have an established website, give them that, but if you don't then say you're going to build a landing page for every offer you promote.

You can also say that you use Offline Promotion. That should get your account approved. Also check out this thread: [HERE](#)

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Picking an offer

Now Its time to pick an offer to run, a lot of people over complicate this and spend WAY too much time stuck on this.

It is not as difficult as some people make it out to be.

One thing I suggest you do, is talk to your affiliate manager (every network assigns you one) and they will tell you what's hot right now, what's converting like crazy and what to stay away from.

Alternatively you can just scroll through the offers in a particular vertical, for instance lets say we're looking at e-mail submit offers and we see an offer for a \$1000 Walmart gift card and we like it, then go with your gut and promote it!

But Thomas, what if there is a certain offer that I have heard about and I can't find it on my network?

When this happens, head straight over to offervault.com and sign up, its free, its fast and its easy! Just search the name of the offer you're looking for and you will get a list of networks that carry it and even their pay out. Be sure to use common sense when getting an offer.

If you are going to put flyers on cars in Walmart then you're not going to want to use an offer for a Red Lobster gift card are you? No, you would want to use the \$1000 Walmart gift card offer, since you already know that your targeted audience shops at Walmart. Makes sense right?

There really isn't a lot I can add to picking an offer, it really is that simple.

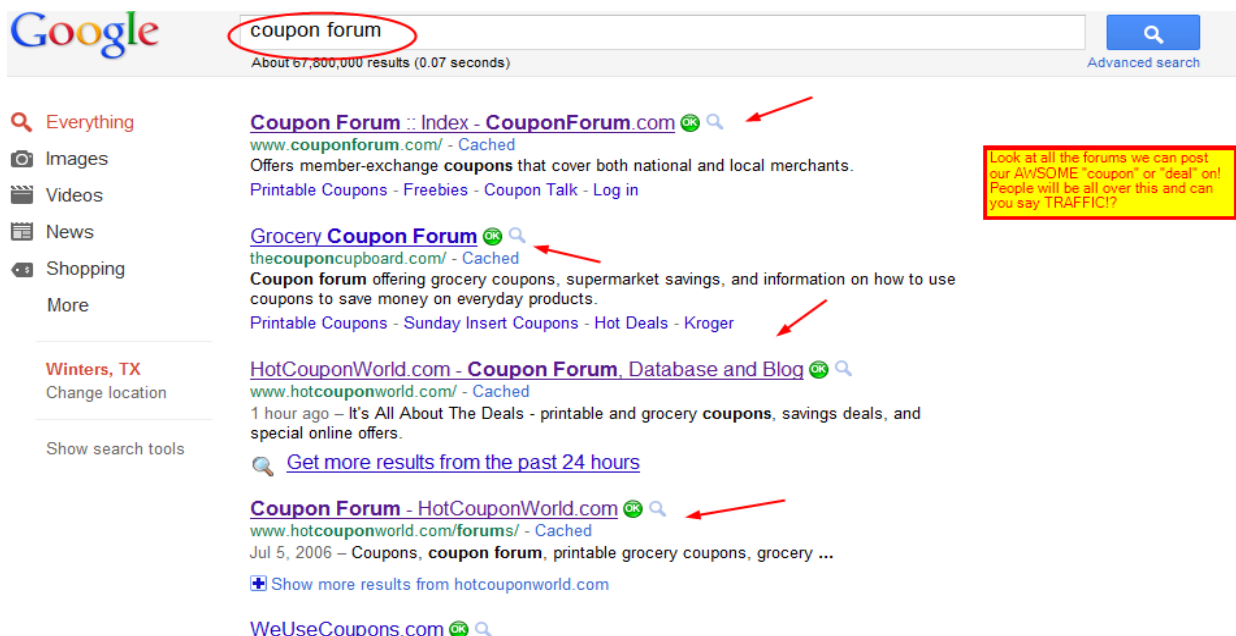
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online methods

This first method can be done for free and is a great way to build a budget for investing in your business.

We're promoting free gift cards or anything free or free trial related. People LOVE free stuff! Now I bet you're wondering how you're going to get traffic to your offer aren't you?

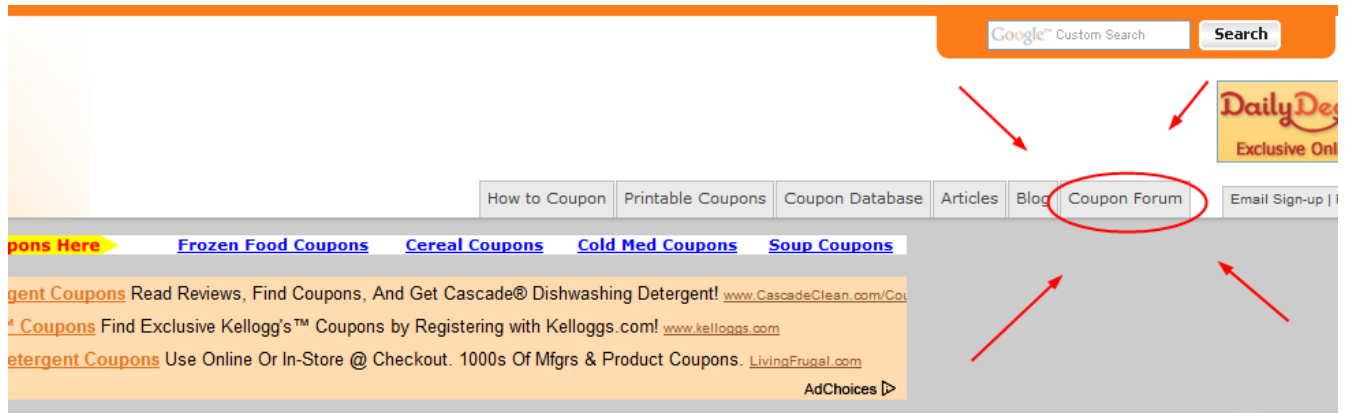
Where do people who like free stuff and good deals like to hang out? COUPON SITES of course, and that is where we will put our offer. In front of THOUSANDS of targeted people looking for a deal. A quick google search for "coupons" or "coupon sites", will give you a large list of sites you can start with. Lets take a look.



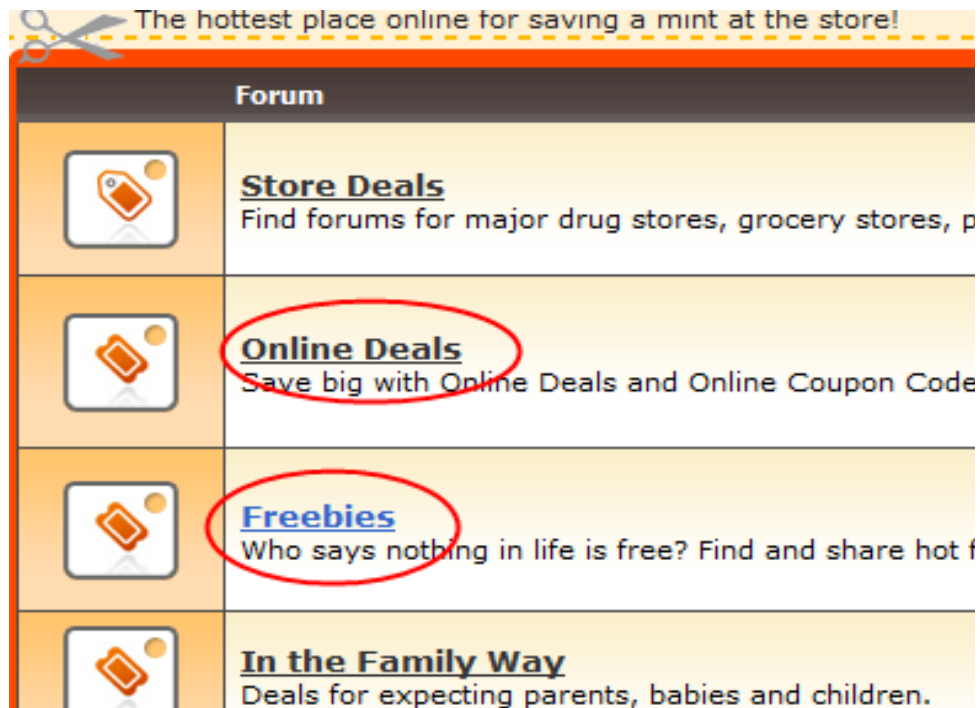
Now lets go inside one of these forums and see what we have to do to post.

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Ok so we clicked on hot coupon world and then clicked on "coupon forum" at the top right.



And Look what we found....



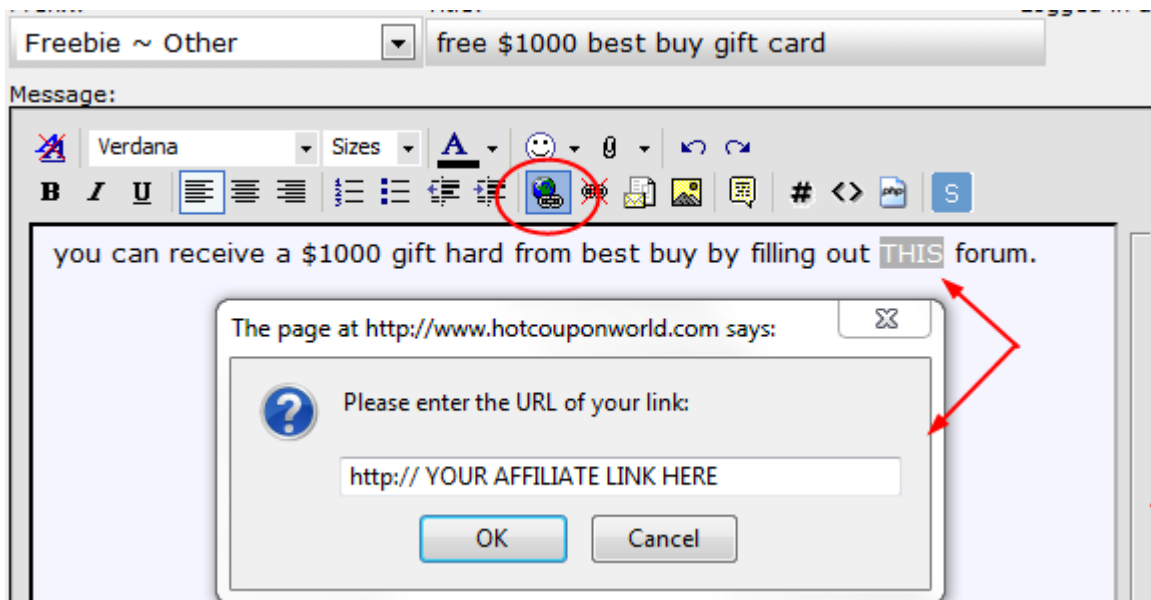
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Now If that isn't a gold mine I don't know what is.. Just register and CAREFULLY start posting in the "online deals" and "freebie" sections of all the sites you want to.

Be careful and DO NOT make it look like spam or you will ruin it for your self!

Look at some of the other posts and you will see that they aren't trying to "sell" the product on people they simple give them the info and the link. So try and post in that manner.

Also don't put your ugly affiliate link, use anchor text like this.



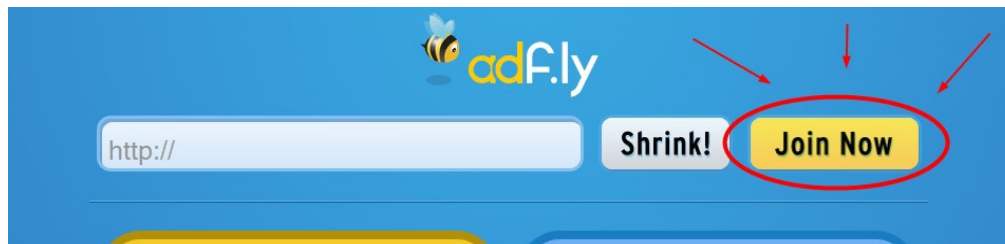
Just highlight the word you want to use and click the icon I have circled, then put your link in the pop up box and click OK.

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online method number two

Note: Some people report no success with this traffic source, but I have had very good luck with it used this way. If your not comfortable testing it then please move on to one of the other methods.

This one is a paid method but it's very cheap. You can get started for five bucks. We're going to be driving traffic to e-mail and zip submit offers with a CPM network called adf.ly. CPM stands for cost per thousand impressions. First go to <http://adf.ly/> and click on "Join Now", at the top of the page. You can't miss it.



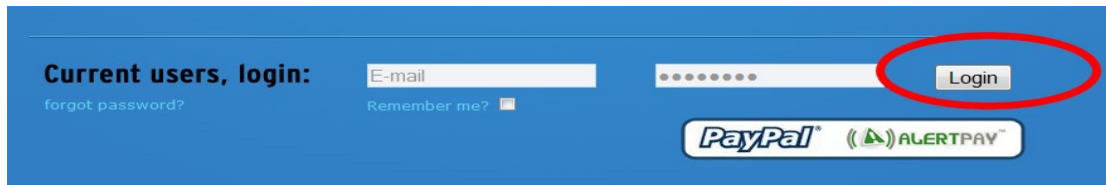
Once you've clicked the "Join Now" button you need to fill in all the information it needs, and click "Advertiser" as your account type and submit your information.

Once you've done that you need to go confirm your email address, so login to your email, look for the email from Adf.ly, and verify it.

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Setting Up a Campaign

To set up your first campaign you need to go to www.adf.ly if you're not already there and Login using your newly created account. The login button will be at the bottom of the page.

A login form on a blue background. It includes a "Current users, login:" label, a "forgot password?" link, an "E-mail" input field, a "Remember me?" checkbox, a password input field with dots, and a "Login" button circled in red. Below the form are "PayPal" and "ALERTPAY" logos.

Current users, login: forgot password? E-mail Remember me? Login

PayPal ALERTPAY

Once logged in, click on the "create campaign" tab at the top of the



page.

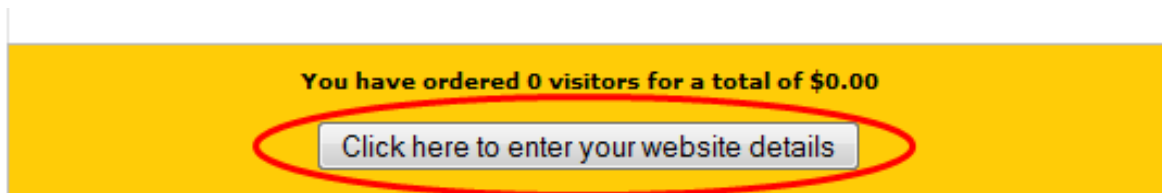
you should see a list of countries and prices that you can select.

United Kingdom	GB	\$4.00		k
United States	US	\$4.00	5	k
Australia	AU	\$3.00		k
Belgium	BE	\$3.00		k
Canada	CA	\$3.00		k

You can decide which countries you want to get traffic from, but from my own experience, the U.S has been the best for me. However, feel free to test different countries as you please. You may find a winner.

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Once you've clicked Create Campaign, you need to put the amount of visitors you want, in beside the country you want to use, then scroll to the bottom of the page and click on "Click Here to Enter Your Website Details".



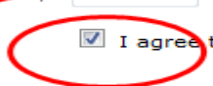
On this page you would fill in your CPA affiliate link as your website URL, put in a daily budget, name your website whatever you want and then pay with one of their payment options. Your campaign will then get reviewed and usually takes a few hours to go live.

Previous Website:  Create new website.. ▾

Website Name:  YOUR CAMPAIGN NAME

Website URL:  http:// AFFILIATE LINK HERE

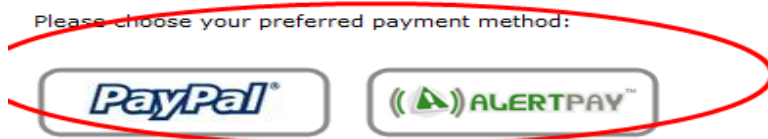
Max. Daily Budget:  \$ 0

Terms & Conditions:  ☒ I agree to the [terms and conditions](#)

Order Description	Quantity
Interstitial traffic for United States	2,000

 If your PayPal/AlertPay email address is different to your adf.ly email after you have placed your order for fraud prevention.

Please choose your preferred payment method:

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I know you're probably thinking that this can't work because the traffic isn't targeted, but people LOVE free stuff remember? So (for example) throw a \$1000 Walmart gift card in front 1000 people and you might be surprised how many conversions you get. That just about sums up adf.ly....

Online method number three

The Last online method I am going to cover in this guide involves social traffic. No not facebook or myspace, This is a traffic source called formspring <http://www.formspring.me/>.

For those of you who dont know about formspring, Its a HIGH traffic site that revolves around people just hanging out and shooting the bull about almost ANY topic. Its still a social network and just like with facebook there is a lot of money to be made, except were going to get free advertizing :)

So first lets go grab a account at formspring.

Once your account is created then log in and fill out your profile.

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You will want to make your profile look as real as possible so Take your time here. You can either upload a picture of your self or find one online but its important to look like a REAL every day person, not a model...

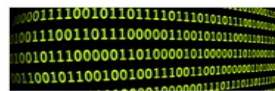
After you have your profile taken care of then we can now post OR answer questions. To do this we click on "browse tags" from our home page on the right hand side and you should be taken to a page that looks like this..



Movies



TV



Tech



Music



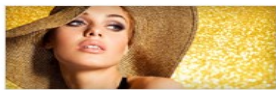
LOL



Anime



Sports



Fashion



Food



Celebs



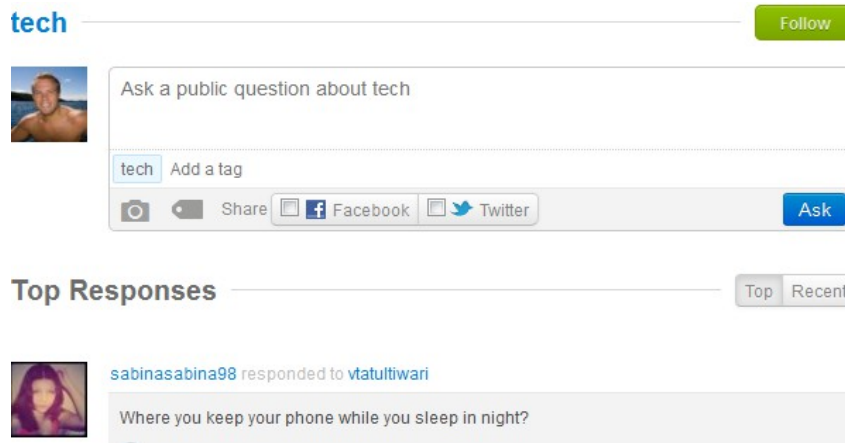
Gaming



Spam

There are a bunch of different categories or "tags" so just pick one and go with it, Tech is always a good place to promote things like phones and ipads, you can check out food if your trying to figure out where to promote that \$100 red lobster gift card, see where I'm going? Lets look inside one.

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The screenshot shows a 'tech' subreddit interface. At the top, there's a 'tech' tag and a 'Follow' button. Below is a question box with a placeholder image of a man and the text 'Ask a public question about tech'. The box includes a 'tech' tag, an 'Add a tag' field, and social sharing options for Facebook and Twitter. A blue 'Ask' button is at the bottom right of the box. Below the question box is a 'Top Responses' section with 'Top' and 'Recent' tabs. The first response is from user 'sabinasabina98' who responded to 'vtatuliwari' with the question 'Where you keep your phone while you sleep in night?'.

From here we can either find a question to answer or we can ask a question. Its not uncommon for a question to get 50 responses and 100's of views in just a couple hours, so the traffic can be quite large from this method. But you **cant** blindly promote an offer like "click here to get a iphone5" That simply wont work.

What will work however is something along these lines, "Hey every one, I came across a site saying I can get a free Iphone5 should I stay away or take a chance on it? [LINK HERE](#)"

I also recommend using a url shortening service or preferable a redirected domain or even a free [dot.tk](#) domain.

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Offline methods

The first offline method we are going to talk about is flyer marketing.

Yeah, I know you are probably thinking “Oh no, not another one of those stick a flyer on a car window methods again”, and you're right. Well, it kinda is but we are going to highly target our cars so to speak.

EXAMPLE.. Remember the Walmart gift card that we talked about earlier? Well, where do you think would be the best place to promote it offline?

Why, at Walmart of course! Print yourself out a bunch of flyers promoting that Walmart gift card and hit the Walmart parking lot, at full speed ahead.

But not just Walmart either, this can be done at any place of business, just ask yourself what some one shopping at Home Depot, or Radio Shack (iphone any one?) or wherever would be interested in, then hit them with the offer.

Now you can just throw your affiliate link on the flyer and still make money, but I would recommend heading over to godaddy.com and purchasing a .info domain for a buck and having it redirect to your affiliate offer.

A short domain, for example, walmartgiftcard.info looks so much better and it is easy to remember, unlike a long ugly affiliate link.

If you dont want to put out flyers your self then you can post an ad on craigslist offering some one \$20 to do it and MANY people will jump on it if you live in a city. Or if your out of the country you can use fiverr..

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TIP

Unless you have been living under a rock, you have probably heard of the netflix or block buster offer that everyone is making a killing with.

I wonder where we can promote a netflix offer?

It needs to be some place that people who like movies are known to visit, and if they have just spent money on a movie, then they're already in buying mood.

So where can we promote it?? Hmm. What about at a theater while every one is inside enjoying their movie? BINGO!! I could probably do a WSO just on this tip alone, but you get the idea.

OFF LINE METHOD 2

The second offline method we will talk about has absolutely HUGE potential and I mean HUGE.

What we are going to do is go to our network of choice and find an auto loan offer, these pay up to \$20 a pop.

Here is an example of a good auto loan offer. This one pays \$18/lead.

AutoLoan Soup	New	\$10.00/lead
Quick Link Auto Loan - 2 Fields	\$0.02	\$1.40/lead
Your Car Insurance Quotes	\$0.32	\$9.10/lead
Consumer Expressions - Win a Chevy Camar	\$0.22	\$2.25/lead
Winning Surveys - Win a Hybrid SUV	\$0.13	\$2.25/lead
Opinion Direct - Win A Year's Supply Of	\$0.13	\$2.25/lead
Quicker Auto Loans	\$0.04	\$18.00/lead
FREE Gas for a year (Address Submit)	\$0.10	\$2.40/lead

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Then head over to godaddy and get a .info domain or .com if you want to spend the extra \$\$ and redirect it to your offer.

Now head into town, hitting your local car dealerships and tell them that you know they have to turn down lots of people every week, or even every day, because they can't get them qualified for a loan.

Now tell them that you may be able to help them with that. Tell them that you have several auto loan companies at your disposal and you may be able to get there customers approved after he has exhausted all his sources.

Now most dealerships or salesmen will be more than happy to send buyers to your site, before they walk out his door for good and he loses thousands of dollars a sale.

Give him or her your website address (which will redirect to the offer) and when the buyer completes the loan application (enters their info) you will be paid the commission, (Yay for you!) The buyer may be approved for his loan (Yay for them) and the dealership will make their sale.

EVERYBODY WINS!! Now, once the dealer or salesman sees that your "website" can actually get people approved that would have otherwise not been, then they will immediately give new buyers your website address to begin with.

Now if you're working with 3...5...or even 10 dealerships, just imagine the kind of money you will be making, all on auto pilot! I know that this method was short sweet and to the point but that's all there is to it.

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Off Line Method three

This is the last method for this guide and while it does cost a few bucks to get going, it has the potential to make you a FULL time income.

We are going to be advertizing our cpa offers in our home town (or any town for that matter) news papers.

This is a method I just recently started and so far I am amazed with the results I have been getting.

It all started a few months back at my local gas station when I picked up a Sunday paper and saw a big square on the front page that said "advertize here". So I call up the news paper and they tell me that for a spot on the first page in the Sunday edition it would cost me \$25 Now this paper goes out to the whole county so I jumped right on it. I went and bought me a .com domain and redirected it to a iphone5 offer since the highly anticipated release was just around the corner. Then I wrote the 5 line ad copy and scheduled the ad with them.

On the Sunday the paper came out I made \$900 on that iphone offer and at least \$200 every day for the rest of the week.

I still use this method at least once a month testing out different offers each time, weight loss and insurance offers do well with this method..

NOTE: price for a news paper ad will be different for every news paper you contact.

Also your paper might not be advertizing that they have advertizing available but trust me, they all do, So contact them and tell them what you want to do.

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Final Thoughts and Taking Action

Now that you have read through this whole guide (You did read it ALL didn't you?) you have the knowledge you need to get started in the CPA game.

The only thing that is stopping you now is YOU!

Its time for you to turn off your tv, get a cup of coffee (or soda) and GET TO WORK, Just pick a method and go with it!

If you take Nothing else from this guide then take this ...

Action is your KEY to success.

If you don't take action you WON'T succeed and that's that. Its up to you really. You can let this guide sit on your hard drive and do nothing with it, or you can take it and start your new future.

With that, I wish you the best of luck in achieving your online dreams.

To Your Success,

Thomas Utt

uttsmarketing@gmail.com

If you would like to promote this WSO for 60% commission then it is available to promote on warrior plus, If you cant find it then PM me and I will get you a link to it.