CPA SNIPER

A simple and very clever marketing strategy that makes me \$500+ per day

Produced By *Allen Payne*An <u>IMPho.com</u> Members Only Report

NOTE: This Report Is Now Part Of The IMPho.com Premium Membership!

Who Am I And Why Should You Listen To Me?

My name is Allen Payne, and I've been a full-time internet marketer for over a decade now. I started out online in 2002 and for the past several years, I've been making a full-time mid-6-figure income online, using methods that don't require a ton of experience, any kind of special skills or a huge budget to get started.

I've also authored 13 of my own information products and built a solid business that has earned me a passive income for over 5 years now.

I'm actively marketing in several niche markets including Make Money Online, Dating & Relationships, Health & Weight Loss and the main business models I'm concentrating my marketing efforts on are Affiliate Marketing, CPA Marketing, List Building & Email Marketing and Membership Sites.

But I didn't start out that way. I raised myself from being a waiter who made only a couple hundred dollars per week... to someone who earns more than both of my parents combined! And I did all that without being a native English speaker, nor having any previous marketing experience whatsoever.

Since 2011, I've helped 100's of people to build their own businesses and make real money on the internet, using the IMPho.com community portal and training center.

Join Our Elite Family Of Internet Marketers Today!

Because knowing what to do to get started is so important to your success right out of the gate you should do yourself a favor and join the **#1** fastest growing internet marketing training community - <u>The IMPho.com Insider's Club!</u>



(if the link doesn't work, copy the url and paste it into your browser)

TERMS:

[NO] Can be resold

[YES] Can be given away

[YES] Can be packaged

[YES] Can be offered as a bonus

[NO] Can sell private label rights

[YES] Can be added to paid membership sites

[NO] Can be edited or modified in any way

[NO] Can be used as web content, e-Course or auto-responder

[NO] Can be broken down into smaller articles

[NO] Can be edited, revised or modified

INTRODUCTION

First it want to thank you for purchasing this guide. I am sure that you will not regret making this decision! In this guide, I'm going to explain you my personal system that makes me over \$500 in profit on a daily basis.

I dedicate this ebook to every person who puts every idea into Action...

*If you could not scale this method up to at least \$300/a day.....SLAP yourself.

GETTING ACCEPTED TO A CPA NETWORK

The first thing you have to do is to get a CPA Network account if you don't already have one. I personally recommend COPEAC, MarketLeverage, MaxBounty, Clickbooth and Commission Junction. Here's great strategy that will help you get accepted to a CPA Network:

Call them immediately after you send the application or as soon as you can. Their numbers are usually on the front page.

When you call them say something along the lines of:

"Hi. I've just sent you my application and I would like to get my account accepted as soon as possible. I plan to start a campaign first thing tomorrow."

They usually ask you some questions like:

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

Your answer: "Well, currently I mainly use PPC, SEO, Video marketing and some Offline Promotion"

Network: "What offers are you particularly interested to promote?"

You: "I plan to promote zip and email submits. Some survey offers too."

Now they usually ask you for a website. In this case you have to options. If you already have an established website give them that, but if you don't then say that you plan to make one for every offer you will promote. You can also say that you use Offline Promotion.

That should get your account approved. Don't go any further until you get a CPA account.

CPA NETWORKS

My favorite CPA Networks are:

Copeac.com
Marketleverage.com
Maxbounty.com
Clickbooth.com
CJ.com

Here are some more cpa networks for you to apply to:

WebSite FineClicks
AdFish FloppyBank
AdReporting FluxAds

AdterActive HydraMedia
AffiliateCop LeadClick

Affiliateer LeaderMarkets
AffiliateFuture LeadHound
AffiliateWindow LinkConnector

AzoogleAds

BulletAds

CheckMyStats

ClickBooth

ClixGalore

CommissionJunction

LinkShare

MaxBounty

ModernClick

OffersQuest

PaidOnResults

Performics

CommissionSoup PrimaryAds

CPAEmpire RevenueGateway

CPAJunction RevenueLoop

CPAStorm RexTopia

CyberBounty RocketProfit

DarkBlue ShareASale

eAdvertising ShareResults
FiliNet Turn2Offers

FINDING AN OFFER

For this method we are going to focus on one particular type of offers. You can however apply this method to other niches, offers or your own products as well.

With this method we are going to promote free trial cpa offers.

The best thing about this type of offers is:

- 1. The cost to customer is less than \$5 and they only need to pay for S&H.
- 2. The commission you get after this offers is more than the cost, preferably over \$20.

So, you have to look for a free trial offer that has a nice landing page, costs under \$5 and pays out more that the cost.

Here's a screenshot of the landing page of one of my free trial offer, so you know what they look like:



It took me less than 30 seconds to find this offer on Copeac. This is the "perfect" offer to use with this method. The users only have to spend \$0.99 and guess how much I get paid when they do?



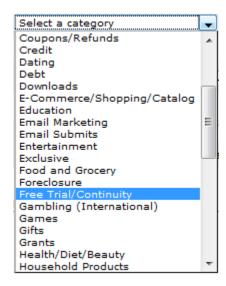
You saw it right!! The commission is \$29.

It is really easy to find this type of offers. Almost every network has them. Let's just take Copeac as an example because I really recommend this network. They are the best IMO!

Just log-in to Copeac.com and click on the "Campaigns" menu button. You will then be able to choose a category to sort the offers.

Just click on the "Biz Opp" category to see all the "business opportunity" offers. These are the offers you are going to promote using this method.

Here is another screenshot to see exactly what you have to do.



You'll see that every offer pays out a lot and most of them are exactly what you are looking for...

lmage	Туре	Name	Update	Start Date	Short Description	Ехр	Payout
	SR	*EXCLUSIVE* Cash At Home	Real	2009-11-13		2028-12-31	\$32.00/sale
	LR	*EXCLUSIVE* Cash At Home - Lead	Real	2009-11-13		2028-12-31	\$32.00/lead
	S R	*Exclusive* Google Endless Income	Real	2009-11-24		2029-12-31	\$32.00/sale
	SR	*EXCLUSIVE* Google Fortune	Real	2009-09-23		2029-12-31	\$32.00/sale
	SR	*Exclusive* Google Money Systems	Real	2009-11-24		2029-12-31	\$32.00/sale
	LR	*EXCLUSIVE* Income Library Online - Lead	Real	2009-10-29		2029-12-03	\$32.00/lead
	LR	*EXCLUSIVE* Income New Years - Lead	Real	2009-12-16		2029-12-31	\$31.50/lead
	SR	*EXCLUSIVE* Internet Millionaire	Real	2009-10-15		2028-12-31	\$32.00/sale
	LR	Dollars 4 Gold Canada	Real	2009-06-10		2028-10-16	\$11.25/lead
	SR	eToro - Forex Trading	Real	2008-12-04		2028-11-12	\$105.00/sale
	SR	Google Profit Club	Real	2009-12-04		2021-12-31	\$32.00/sale
	SR	Google Profits	Real	2009-02-26		2028-11-11	\$32.00/sale
	LR	Google Profits - Lead	Real	2009-02-26		2028-11-11	\$32.00/lead
	LR	Google Profusion	Real	2009-12-18		2029-12-31	\$32.00/lead
	SR	Home Based Business	Real	2009-11-16		2029-12-31	\$38.50/sale
	LR	Internet Cash System for Moms	Real	2009-09-16		2029-12-31	\$1.50/lead
	LR	Money 4 Gold UK	Real	2009-06-10		2029-12-31	\$13.30/lead
	SR	OvernightPrints - Business Cards	Real	2008-08-07		2027-12-31	\$10.50/sale

And this is only a small part of the list and it's only on one cpa network. As far as I know there are already more than 500 cpa networks.

THE METHOD

What you need to do is to create a simple, informative landing page and then start driving traffic to it. Does it sound too simple? Actually it is that simple. I've already made the website template for you so you only have to edit it.

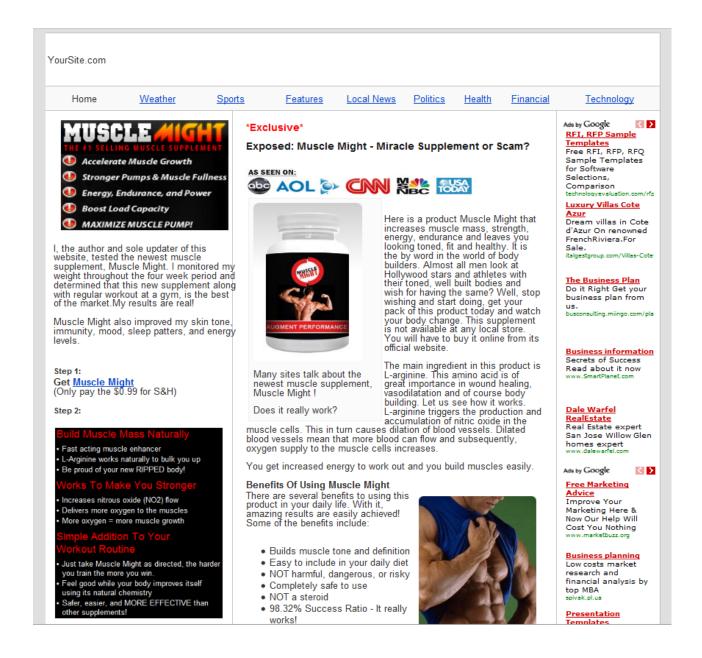
Anyways, here's the breakdown of this method:

- 1. Find a niche Pay attention to niches that have problems that need solving. As an example in this ebook I've used the "body-building" niche . (see template)
- 2. Find a free trial CPA Offer I've already explained this above. Make sure you choose an offer that has an attractive sales page, good images, bullet points, etc.
- 3. Buy a related domain.
- 4.Create the landing page(use the already made template) Post an helpful, informative article on the template. For example, if decide to go with the body-building niche, then make a similar article to the one on the template.
- 5.Driving traffic to your website I've included in this guide 9 techniques to get traffic to your website.
- 6.Rinse and repeat You can start all over in another niche, or keep repeating the traffic methods below to drive more traffic to your landing page.

Once you found a niche and a trial cpa offer go purchase a domain name related to the niche you chose.

Next, open the template provided with a html editor like Macromedia Dreamweaver and replace every link on the template with the link to your Trial CPA Offer.

Once you've done that upload the template on your server through ftp. You should already know how to do this so I'm not going to explain it.



You are probably not excited yet since you don't know how you will promote your website. Let's get straight to the point. How do you drive traffic to your website?

Method 1

Firstly, I use PPC and I focus only on AdWords. I have multiple landing pages in different niches. The "body-building" niche works best for me,that's why I provided you this template. The great thing about the PPC traffic is that you can control it and scale it. There are many keywords you can target in this niche.

So what you have to do is to create a campaign for your website and start to do some testing to determine how much each visitor is worth to you. How will you do this?

Once you've started your campaign, just multiply the conversion rate times the amount of your commission.

So if your conversion rate is 4% and the commission you get from the affiliate is \$29.....

$$0.04 \times 29 = 1.16$$

Each visitor is worth \$1.16 to you. Set your Google Adwords CPC at **\$.50** and you're making an average of **\$.66 per visitor** to your website.

Get a thousand unique visitors a day and you will make $.66 \times 1,000 = 660 a day. That's pretty good for just 20 minutes of testing!

It's just simple math. :-)

By the way, keep testing with different headlines, different offers over and over until your conversion rates are at **5%** or **10%**.

Creating Your Ads

For me, this is the fun part. There are 2 techniques that I use to get higher click-through rates and get targeted traffic to my websites.

1.The "Proof" Trick

What you need to do is to make your ad headline saying something along the lines of:

"Thousands of other people can't be lying, Muscle Might does work"

2. The "Psychological" trick

For example: "Do you have a ripped body? If not, Muscle Might is the answer to your problem"

It asks them a question referring to their problem and not only qualifies the lead (meaning more conversions) but increases ctr.

Taken together, those 2 strategies will get you clicks and conversions. Be creative.

Method 2

This is my favorite traffic source. If done right, this method will get you instant, targeted traffic to your site very fast. We'll use Google Groups to get the traffic.

On Google Groups there is a group about anything so your options are endless. It's very easy to find a google group for your niche.

Just go to http://groups.google.com and search for "body building" .After that click on the "Groups matching body building" link and you will see the exact amount of groups in this niche as well as their activity.

You would think that the more members there are the more sales you would make. I have found this to be false. Why?

The more members there are, the more activity it will be and your posts will go down faster and people won't see them. The result = Less traffic to your website.

So what's the solution?

Choose groups with max 500 members. Those work best for me.

The beauty of using groups is that every single one is targeted for your chosen niche, so this will provide you with highly targeted traffic.

Also, Google only allows 15 posts per gmail account a day. This is more than enough because if you post to 15 groups that have around 500 members in them, then that is 7,500 potential targeted visitors.

Making your post.

All you want is to get traffic to your landing page, but at the same time you don't want to look like you're selling or promoting anything.

The posts that work best are the ones in which you ask for their help or opinion:

For example, "Muscle Might – did it work for you?"

http://yourwebsitelink.com

OR

"Muscle Might – Is there anyone who can post a review?

http://yourwebsitelink.com

OR

Like the title of the article in the template:

"Muscle Might – Miracle Supplement or Scam?"

Posting to Google groups takes very little time – making fifteen posts shouldn't take you very long at all. I usually just make one quick post, and then copy and paste it to the rest of the groups I chose to target.

Method 3

Article Marketing

Article marketing is one of oldest yet most proven ways of getting traffic to your site.

Why? Because once your articles are up they will generate you passive leads.

You can target a different long tail keyword with each one. Not only that but it is also very cheap, or free if you're going to write them yourself.

The articles should be written in a way that would lead the visitors to find out more information by going to your site. They should also be keyword optimized for SEO purposes.

If you don't want to write the articles yourself, then you can easily find somebody else to get this done. Most articles and be outsourced for \$3-\$5 per article, and most article writers can do this for you as long as you provide them the keywords to target.

To find article directories to submit to, you can type in "article directory" into Google and you'll find a whole bunch of them. Goarticles and Ezinearticles are the main

directories to submit to. You can also outsource someone to find all the main article directories and submit articles for you for an extra \$30-\$50.

You will need about 20 articles in the beginning. Then see where this leads first, and scale them up from there based on your budget versus profit, and how much traffic you want to generate.

Method 4

Forum Marketing

A really great avenue for targeted leads is niche forums. Forums tend to revolve around a specific topic so there are always going to be some forums out there that consist of your target demographic for a specific CPA Offer.

Go to <u>Big-boards.com</u> and find forums related to your niche..This is a really great resource if you want to know which are the biggest forum boards.

Now once you join a forum that matches your offer topic you simply look for popular threads to join the discussion and participate. No selling, let your signature with your offer linked to it do the job. Your signature would say something like,

"Muscle Might – Miracle Supplement or Scam?...(Link to your site)"

or if your niche is weight loss and you promote a weight loss product, then make your signature say smth like

"I just found the easiest way to lose weight! Tested and working....(Link to your site)".

This technique works best with niches like: weight loss, body building, Viagra, babies etc...

Only post in threads that are very active/highly viewed. Always make your posts relevant and never lead them to your signature – this will insure that your posts stick for long periods of time..

What I like to do is check the latest news headlines and use it to capture attention while blending in with the forum topic. Choose the most popular threads and make a post related to the topic. People will see your post and signature and therefore, more traffic.

Now if you want to scale it up you can make a deal with the forum owner to give you a "sticky post" that way your post is always showing at the top of the forums.

Method 5

Pay Per View Traffic

PPV stands for Pay-Per-View. They work in a much similar way to PPC. Advertisers such as you target specific keywords. Whenever a user with the right software installed on their computer (this type of software is called adware) searches for that keyword on a search engine, your ad pops-up and your site is shown. You can also target specific URLs so that when a user with adware on their computer goes to that certain site, your ad will also pop-up.

The other main difference is that it costs a penny – a few cents and the cost is based on per view rather than per click. This means that you're charged up to a penny whenever your ad or site pop-ups on a user's computer. This is a great alternative to PPC since it's much cheaper, and there are no quality score rules to deal with. The only thing is that conversions will be lower, so be sure to track accurately using these tools. Here are a few good PPV networks to start with:

http://www.clicksor.com

http://www.addonnetwork.com

http://www.mediatraffic.com

http://www.trafficvance.com

When building your list of keywords for your PPV campaign, you can use the same tools used for PPC keyword research.

Method 6

Twitter is a huge source of traffic. With thousands upon thousands of accounts made daily, there's a lot of fresh traffic here.

Twitter is also easy to squeeze traffic from, usually it's as easy as saying you've made a new site, you'll get around 30 people rushing to it out of every 100 that are following you.

Make a couple of posts, twitter is all about interaction and this is important, people have to want to follow you, so contribute, start conversations, give your followers links you think they'll like. When you've done this for a little while, send them to your website.

Example:

"Do you have a ripped body? If not, Muscle Might is the answer to your problem.

Learn more here "http://yoursite.com"

Method 7

Social Networks

You can also drive massive amount of traffic through social networks such as Facebook and Myspace.

You can advertise on these social networks, which have PPC engines of their own. A lot of CPA markets utilize the advertising on these sites to build a strong income promoting CPA offers. Once again, it does have its costs and you should go this route if you have the budget for it.

The free way would be to use fan pages and groups. Make a fan page or a group about your site, and invite friends to join that group. Have your friends invite their friends to join that group, and the group grows more and more.

Even more traffic.

- 1. Just like Google, Yahoo and Microsoft(Windows Live) have their own groups. You can take one post and post it across all 3 platforms. This will give you even more exposure.
- 2. Yahoo Answers Search for answers that are related to your niche. Find people that are struggling with the problems your site solves. Make "teaser" post just like you do with the groups that leads them to your blog.

Method 8

This method works only if you are promoting muscle supplements or weight loss offers.

Here's the breakdown of this method:

Go to http://bodyspace.bodybuilding.com and make an account. Then make your profile decent with a fit girl/guy. Upload more than one picture that looks real to make it look genuine.

Next click on "member listing" and target the specifics. Choose:

"either" for males/females

Age 20-35

Set "has a profile picture" on

"main goal" lose fat

Has "active account"

Weight over "140 lbs"

Select "sort by weight"

Once you've done that click "search" and you get a huge list with profiles.

Next start messaging people from that list saying something like:

"Hey, I've checked out your profile pics and I'm very glad that more and more people begin to care about themselves and are working out. I remember when I first started, I was 308 lbs and my goal was to become 180 coz I didn't like what I saw in the mirror. I definitely give you props.

One product that helped me to achieve my goal was Muscle Might at (your affiliate link). If you go to (your affiliate link) I think you can get a bit of a discount, I definitely

recommend it to you.

You can find more info about it here http://yoursite.com

Take care"

Method 9

Social Bookmarking

Social bookmarking can be a very quick and low cost way of getting quick traffic to any site. The main concept of social bookmarking is that you show a piece of content to a large community, and the community votes if they like it or not. The content that has the most votes get priority display on the site. Of course, either way you'll still be able to get traffic to your offer.

I've done some research on social bookmarking sites, trying to find the best and biggest dofollow social bookmarking sites. This is what I found:

Starting from best to worst:

PageRank 9

Slashdot PageRank 7

Current

PageRank 8 Mixx

Digg MyBlogLog
Propeller Mister Wong
Connotea NowPublic

BlinkList My Link Vault

Newsvine Shoutwire

Ma.gnolia Faves

Backflip Spotback

BuddyMarks

PageRank 6 Connectedy

BibSonomy

Kirtsy PageRank 4

Searchles Blogging Zoom

coRank Oyax

LinkaGoGo 9rules
Clip Clip Blogoria

Associated Content MemeStreams

Furl Edopter

Yahoo My Web BlogMarks

Spurl

Rawsugar PageRank 3

TeDigo

PageRank 5 MyPIP

BumpZee

My Recommendation:

To utilize social bookmarking, I suggest bookmarking the articles you use to promote your site. This gives backlinks to your link, giving it a boost in search engine rankings. Your site also gets a quick burst of traffic from social bookmarking sites themselves. This will be good when you submit your content and get others to start seeing what's written. It can then be easy to funnel straight to your money page whichever strategy you wish to use.

Here's a trick to get higher conversion rates for you CPA Offer:

Using this you will make money with CPA <u>AND</u> build an email list at the same time.It works great for me..

Here's the breakdown of this simple technique:

- 1. Build a squeeze page where you offer an attractive freebie that is related to the CPA offer you are promoting on your website(check out resources).
- 2. Create your "subscribe me" web form at Aweber (or any other company) and choose your site as your "thank you" page.
- 3. This way your prospects will be re-directed to your website after hitting the "subscribe" button.
- 4. In my "welcome" email to the new subscribers I not only provide the download link for the freebie BUT also give it another try to get them motivated to take advantage of the 'free trial' offer on my website.
- 5. In all following follow-up emails to them I promote other CPA offers, regular affiliate products and also my own products .
- 6. Another twist of this technique would be to re-direct the people who subscribe(to get the freebie) directly to the "free trial" CPA Offer. This works great as well.
- 7. Do this with any niches you want to promote.
- 8. If you create a good 'freebie' landing page you can expect high conversion. And since
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these are highly targeted prospects, you get also fair sign-ups for the "free trial" offer you promote on your website.

9. Drive targeted traffic to your squeeze page promoting your freebie by using the traffic methods provided in this ebook.

Another technique that I use to promote my squeeze page is:

1.Go to https://adwords.google.com/select/KeywordToolExternal and enter the offer link to find out which are the main keywords.

2.Go to google and search: mainkeyword + tips

For example: muscle building + tips

3. You will get a list with a lot of sites that will most likely have newsletters, or ezines on their sites. Contact the owners of the sites with an email like this:

Subject: Do you offer advertising?

Body: Hi,

First I have to tell you that I'm really impressed after checking out your site. I noticed that you have a newsletter and I have a great product that I want to get the word out about.

So my question is : do you offer advertising to your newsletter? If you do then please let me know.I'm very interested.

Regards

Go email all the site owners with this email. If you can't find the email on the page, use whois, or the contact forms.

- 4. Negotiate a good rate to email their list about your offer.
- 5. When you've negotiated a rate that you're happy with, write up a good email like:

Subject: i've got something for you

Body: hi mate,

if you're trying to get back into shape you should really check this out coz it worked great for me.

http://yoursqueezepage.com

I've been using it for a few weeks and im getting some amazing results. I monitored my weight throughout this period and came to the conclusion that this new supplement along with regular workout at a gym, is the best of the market

You can see here what people say about Muscle Might.

http://yoursite.com

Take care

That's it[©]

I have also found **Joint Venture Giveaways** to be really great way for getting sign up's especially if you are just starting out.

To find them just go to Google and search: JV Giveaway Events

Once you find a few sites, just sign up as a contributor and follow the steps.

The good thing about this technique is that you build short term income coming from the CPA offers AND long term income from your email list.

Tip: I'll give you an advice:

Spend some time and find a twist to this method. Remember that this system works with almost any niche. You can promote anything from clickbank ebooks to cpa offer or your own products. I'm using this system in many different ways and there were days when I made \$1000+.BE CREATIVE!!!

CONCLUSION

Hopefully by now you've realized the full potential in this method. It's a simple and very clever marketing strategy which can be applied to almost any niche.

Thank you once again for taking the time out to purchase this report. It's now up to you to get out there and take some action. Find an offer, build your landing page and then focus on driving traffic. That's it!

To Your Success,
Allen Payne
IMPho.com Administrator