

# CPA FORTUNE



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# **Chapter 1: CPA – An Overview**

CPA, which stands for Cost per Action, is basically a form of affiliate advertisement that is used by almost all companies throughout the world in order to generate leads for their products. This marketing is done by affiliates who work through their own websites in order to send traffic to the advertiser's website for the product of the company. CPA deals with specific forms of marketing which involve pay per click and pay per lead ads.

Although Google used CPA networking as a major part of their advertising campaign till June 2008, eBay has now taken up this form of marketing and calls it AdContext. CPA is also known as Cost per Acquisition. This makes more sense literally, since affiliate advertisers under CPA networks are paid based on what the advertiser acquires from his or her customers.

There is no returning of funds in this sort of advertisement. As long as the entire action is completed by potential customers, affiliates get paid per lead that they provide to the advertiser. This makes it easier and simpler for advertisers to work for their company, as well as for affiliates to work for their advertisers.

Since there are many CPA networks out there and hundreds of affiliates are hired from these networks, advertisers usually have affiliate managers who go through the resume of each of these affiliates and hire only those who have the best lead generation records, or are the most appropriate for a specific line of marketing.

The basic deal with CPA marketing is to generate traffic to the company's website. This job is outsourced by the advertisers of these companies to the affiliates, who in turn get paid in commission depending on the quality of

lead generation that they can provide. Affiliates then use various forms of advertising such as banner ads, keywords, article directories, pay per click ads and video ads to attract more traffic for the website.

Companies that sell insurance, credit and/or debit cards, public bonds or even ring tones of cell phones, use CPA networks to build their leads.

Affiliates should stay in touch with their managers since the latter are well informed about the latest information regarding the COA networks and the newest ideas for this sort of marketing.

Although getting paid \$30 for each action that an affiliate is able to generate from potential customers may seem like a cheap bargain for the work that they go through, if they have a handsome customer profile of about 400 to 500, then this amount can multiply into a hefty pay packet per month.

## **Chapter 2: Selecting the Right CPA Plan for Yourself**

Once you've been selected by a CPA network, you will need to start to make choices relating to the offers that you are attracted to selling to your online customers. Don't make your choice based just on your likes and dislikes, which means you will need to find the niches that sell more, and that direct high amounts of traffic to enjoy making the huge bucks.

### **How to Study the Market Competition**

The main facet of any business success is the creative intelligence. It really isn't just about who you know, working exhaustively, or luck. No matter what you do, you should always be at your creative best. To be at your best with CPA marketing, you need to do an overload of research to learn what keywords always hit big in the search engines and the ones that are always popular, and you need to watch out for the well-known niches using the many trend sites.

Once you know the keywords that are searched extensively. This means that they haven't been used in CPA offers yet, and so you can grab them to use to create your own advertisements for sales.

When you learn a certain CPA offer is very popular, don't make the mistake of thinking it means that it's a dead end for you. Instead, use the information you've found to get a better understanding of the various products that are tirelessly wanted, and then use them generate traffic on your website.

The key is to utilize the same methods, the same materials, and the same taglines in making the sales. What matters more than what you sell is

how you sell it. There is a huge difference. Your creativity needs to come to forefront and you need to come up with quirky ideas that will appeal to the online shopper.

How do you compare CPA offers?

The main CPA mantra is that your choices should be the ones that are hot, trendy, popular and highest in demand. If you can find that with CPA offers, regardless if they generate a little or a lot of traffic, whether they will fall, or don't- you will be making the correct decision with less likelihood of facing defeat.

When you are trying to make the choice regarding which CPA offers you should pick to sell, instead of undertaking individually going through them, which is extremely time consuming, why not take advantage of the many online tools and programs that can quickly help you to located the information you need.

It is a misconception believing that if a CPA offer provides the highest pay then it is the right choice. This is thinking that can lead to failure. You need to do your research find the niche product that's going to sell over and over again!

# Chapter 3: Methods of CPA Promotion

There are a number of ways that your CPA promotion can be done. Some of these involve you having your own website while others do not. CPA marketing is very similar to other forms of marketing. At the beginning, you will need to take some time to think about what product you can promote that will fit your niche and where you can market it, where your visitors will either be interested in learning more or in buying a product.

Let's have a look at some of the most commonly used promotional methods for CPA marketing on websites.

1. Sales or Landing Page – This is like a direct sales page and should usually provide additional information on the product. Usually it's set up to be a hard sale, working hard to get the visitor to click through to the merchant or at least sign up to the site's mailing list. Some sales pages attempt to achieve both of these; however, often it is more beneficial to have one direct path through your landing page. If you have too many options, you could lose more clicks.

2. Review Website – This type of site usually contains three or more products in a specific niche such as weight loss or gardening. There will be a brief introduction to each of the products, followed by a review of the performance of the product, and then often followed with a star rating out of five. Each product is usually ranked in order and should contain a link to either a personalized landing page or directly to the merchant's page.

3. Splash Page – Generally, this contains light content with flashy graphics a punchy headline. The copy encourages the visitors to input their details or to click through to the merchant's site.

There is minimal product information provided. These kinds of pages are often used with products that don't need much explanation or that are already known in the marketplace like the iPhone.

4. Fun Landing Page – This is similar to a splash page but simpler. Generally, there is a question with two or more answers, which can be clicked on using the very large dominant buttons. Sometimes a game is used on this kind of page. It isn't the type of page that someone revisits. It's only goal is for your visitors to click-through now.

We've talked about different promotional methods on your website. Of course, there are other methods but this is one of the most popular.



## Chapter 4: How to Select CPA Offers

Once you decide it's time to start making money with CPA Marketing, you need to browse through the many CPA offers. Start by selecting the best 8-10 CPA networks that you would like to become involved in. Doing this makes it more helpful than just trying to choose one niche and spending all kinds of time doing the research, only to discover that there are all kinds of offers available to you. You can waste a great deal of time and energy, and become more frustrated.

After you choose 8 to 10 best offers, you need to sit down and start to work your way through the markets available online to learn which are the most popular in demand, and to learn which ones are easiest to make the most money. The trick here is to learn what the hot topics are that are being searched for the most in the search engines and news.

Google trends is the best place to begin. Go to <http://google.com/trends>, to find personality news stories. You will need to watch so you don't become sidetracked by these stories. Avoid the personality stories because people aren't interested in personalities when they are reading about the product(s) they are interested in purchasing.

Some other trends to have a look at include:

<http://www.google.com/press/zeitgeist.htm>

<http://hotsearches.aol.com>

<http://buzzlog.buzz.yahoo.com/buzzlog>

<http://www.blogniscient.com>

<http://50.lycos.com/alite.asp>

<http://blogpulse.com>

After going through these trend sites, you'll have ideas about what is hot and what actually sells the most, along with which niches are closely related to your CPA offers.

The best trick to use is to find a sub-niche in a larger niche related to your CPA offers. Don't be scared to make offers available in highly competitive markets. Those where most of the traffic is directed is where you'll do best.

You need to spend a couple of hours researching how you can best create a significant revenue with the CPA network niche you are considering. If you have a number of your own websites, you can continue to keep watching for better offers in the CPA networks. The domain name you use should be related to the niche you are planning to work in.

Now that you have your niche, the work you do will be done upfront. When you are building your site up, you are going to have to change the offers regularly. You may find it tiring to create different websites for different CPA offers, but those e market affiliates who are experienced can whip up a site in just a few hours using Wordpress. If you want to make it to the top of the earning pool, you'll have to learn how to do this as well.

# **Chapter 5: The Top 8 CPA Networks to Join**

If you are an affiliate marketer, the first step you need to take to earn good money through with online advertising is to join as many CPA networks as possible. Different CPA networks have their own various lead programs that marketers can use. Choose those with high pay per lead and good resell options, as this will lead to higher income generation for you. 8 of the top CPA networks include:

#1 AzoozleAds – Has over 300 affiliate programs you can promote. Payment is monthly with a minimum of \$50. Azoozle Ads offers international publishers. Their programs are easy to market.

#2 NeverBlueADs – More than 24 program levels that you can use for promotion. Users of this network pay a monthly fee through PayPal. Usability is excellent, and the programs are in a format that is easy for you to find.

#3 Affiliate Future – A popular affiliate network based in England, but international publishers can join. The minimum payment is twenty pounds made using BACS/wire transfer. Some of the popular offers on this network are also available on other popular networks.

#4 COPEAC – You can earn commission of up to 2% just for referring other marketers to their network. Marketers can use Cost per Sale or Cost per Acquisition techniques to promote offers. A \$100 minimum monthly payment is done either through wire transfer or through checks.

#5 MaxBounty – As a marketer you must have your own website to use MaxBounty for affiliate marketing. International publishers are allowed. This network has a good reputation. A \$50 minimum pay applies.

#6 OfferQuest – Offers real-time reporting on leads and commissions. This small network has only 100 programs, but it is quite popular. They require an affiliate to have a complete website and material published in English. Payment is a minimum of \$20 through PayPal transfers.

#7 ModernClick – They accept only the best. They have real-time commission and referral reports available. A \$25 minimum payout is made through PayPal. Offers the latest tracking tools.

#8 DirectLeads – This CPA network has all the qualities of any good CPA network including Pay per Click and Cost per Lead pay offers to the affiliates. It reports all commission and referrals on real-time basis. This network only pays a minimum of \$20 after two months which is considered a very long gestation period for marketers.

That's just eight of the top CPA Networks to look at.

# **Chapter 6: Tips to Generate Natural Traffic for Your CPA Offer**

If you want to promote your campaign for your CPA offer, you need to make sure that you are able to generate enough traffic to your site(s) using the natural search engines. This means you need to learn how to enlist your site with the many search engines such as Google, Yahoo, or MSN.

The higher the rank your site has in the search engines, the more money you are going to be able to generate. So how can you ensure that you have a high page rank? There are actually two basic ways you can do that.

## **#1 On Page Factors**

What this means is that you need to use keywords that are very direct and intelligent as well as keywords that are highly relevant to any of the offers you provide. This also means that you need to make sure that your html tags contain the keywords, along with any of your H1, H2 and/or H3 tags, picture tags, video tags and your URLs should always contain the keywords.

## **#2 Off Page Factors**

What this means is that you need to promote your website by using other websites to do so. This will depend on how deep of a connection you have with the other websites in order to be able to maximize the benefits from these sites. You will need to make sure that you are keeping an eye on the anchor text, the number of inbound links, and the IP address which you use to link to your page with some of these sites.

Something else you can consider is misspelled keywords. While often overlooked it can be a great way to increase your traffic to your site. When

users type the name of the product/service they are looking for into the search engine, many times they are spelling it wrong. What you should do is take the time to create a separate group of keywords that are misspelled in Yahoo, Google, Msn, and any of the other search engines you are targeting on. When you do this, you are able to direct those misspelled keyword searches straight to your website without any real hassle and those are potential customers that are being overlooked by the masses. There's great opportunities here!

Now that you have some solid tips on how to generate CPA offers what are you waiting for?

### Why Do So Many CPA Affiliate Markets Fail

You're ready to quit your day job –tell your boss to take a hike and head on over to the online world to take advantage of internet marketing. You sit into the wee hours of the morning obsessed. Everything sounds amazing from Facebook money making to email marketing to making money on YouTube. It makes sense to you, so you buy a course. This is like the gold rush of the 1800s and you are about to strike it rich - The next thing you know, your brain runs out of room for the clutter, your wallet is empty and your dream dies before it ever gets off the ground. Yet you could have avoided all of this. You really could have struck gold – so what did you do wrong?

### You Quit Too Soon – It's Also What CPA Marketers Do Far Too Often

If you don't buy a ticket to the lottery, you can't win. Never have truer words been said. The prize for internet marketing isn't just big – it's huge – its life changing. If you want to succeed, you need to 'never say die.' That attitude is will guarantee that you will eventually enjoy success. Hang on to your day job for a little longer, put your energy into getting your CPA

marketing off the ground, and then you will be ready to quit with success already in your pocket.

### Running Before You Walk

In other words, too much too fast, which will reduce your chances of making decent money online. It's much better to work towards making and extra \$20 a day then to go too BIG right from the beginning, spreading yourself too thin because you believe that you need to be making \$100 a day right now! Slow and steady really does win the online race. That's how you will enjoy successful CPA marketing.

### Is Your CPA Marketing Actually Working?

If you want to be successful working online, you need to ready to test and tweak everything you do in an ongoing fashion. It's common for newbie's to CPA marketing to be reckless and this often results in some profit, but the problem is you aren't able to pinpoint just how or why you made the money so you aren't able to duplicate your results. You need to be smarter than that – you need to keep good notes. Try something – wait – evaluate.

### CPA Marketing Done Right Means Success

Do it right, take your time, be patient, be flexible and you can enjoy CPA Marketing success.

# Chapter 7: The Hype of CPA Marketing

Most of us know about affiliate marketing, which is type of virtual advertisement used by companies around the world to sell their products to consumers from around the globe. But have you heard of CPA marketing? CPA marketing stands for Cost per Action marketing.

The idea with CPA marketing plan is to gather helpful information from possible customers and convert these into profitable leads to generate sales now and in the future. This information comes in all different forms such as telephone number, email address, credit card number, etc.

Depending on how significant the information, will determine how much marketers in a CPA network are paid. All you need is potential customers who visit your site and submit this crucial information about themselves so that the company you are working for can use it in future affiliate marketing campaigns. Sometimes the pay for a single bit of information can is less than a dollar, while other times it can be as more than \$50.

The best thing about CPA marketing is that you get paid even when you aren't able to sell the company's product. Basically, if the visitor to your site clicks on an advertisement, signs up for a regular subscription, downloads a newsletter etc, you get paid your commission.

If you want to be taken seriously as a CPA marketer and have a hope of being accepted by CPA networks you must have your own website.

Companies will want to see that your site is complete and able to promote their products. If you don't have your own site, immediately create one or hire someone to create one for you.

Once you have your site is up and running you will have to embed HTML code and links of to the products of the company you will be CPA



networking with. You can ask the site designer to do this job for you if you don't have the skill.

Cost per Action marketing is far more profitable than affiliate marketing. That's because with affiliate marketing you can only get paid if there is a sale. With CPA marketing, you get paid as long as you derive some sort of activity from the consumer. Generally, generation of leads is what companies are looking for from their CPA marketer.

Once you find a profitable line of advertising with a CPA network, you can build on your leads by indulging in affiliate marketing of the same products. You can invest in your site by submitting articles to article directories to help build awareness that your site exists. You can also use Google AdSense to achieve the same.

Depending on your ROI or Return on Investment, you can invest in your CPA network as much as you like. The goal is to increase the number of individuals visiting your website so that you can increase lead generation.

# **Chapter 8: How You Can Earn Big with CPA Marketing**

If you are one of those people who dream about getting rich quick, you need to know that great opportunities only come along once in a while, and if time and money are an issue, there is only one arena in the online business world where you make a lot of money fast. If you believe that online business marketing is solely focused on sales and advertisement, then you are definitely on the right track. Many will tell you that affiliate marketing is the best job that you can afford to keep, and basically, it works as a CPA network.

What does this mean? Are you worried that you are not aware of the terms and what their meanings imply? Are you worried that you have never heard about CPA networks before? Stop worrying, because this is something that you can overcome very easily. Not only are we going to tell you what CPA means, we are also going to walk you through the complete procedure of how to get hold of a CPA and use it to optimize your options and to make your ambitions and efforts fruitful sooner rather than later.

CPA is a short for Cost per Action, although it is sometimes referred to as PPA, which is short for Pay per Action. This is internet advertising model is used as the basis of affiliate marketing online.

But how does it work? Every time an advertiser is able to convince a potential customer to perform a specific action like submitting a form, downloading something, making a purchase of an object, signing up for a newsletter, the advertiser pays for each action related with the advertisement. The advertiser only pays when a specific desired action has occurred, which makes this form of advertising cost effective.

Google applied this pricey model in Google AdSense, and now it has been integrated into the eBay's system as well, which eBay calls AdContext. CPA is also called Cost per Acquisition, which actually rings much truer than using the word "actions," since it is an actual tactic to acquire something, like new customers via motivating and successful sales.

Now that you know the full potential of the CPA network, there is no doubt that you should want a slice of this nice yummy pie, so now it is time for you to start exploring which CPA networks might be right for you.

# **Chapter 9: Choose the Most Profitable CPA Offer in Just 5 Steps**

If you want to create the best CPA offer to promote, follow these five steps.

## **Step #1**

Picking a niche that you think you can promote takes a little strategy. It's good to choose a niche that you have some knowledge in, because this can help to reduce the time it takes to get going. If you aren't sure at the beginning, don't worry, you will develop this skill you need over time. If you are new to this, I would recommend that you look for something in the payout range of \$2 to \$10. This will help keep your testing cheap. The last thing you need to consider is the source of your traffic. Some traffic sources will not allow some types of offers or they might not do well with a certain offer.

## **Step #2**

Find your niche and then seek out the top offers that have on average the highest network EPCs. List the top few offers on the CPA networks you have joined. You shouldn't compare network average EPCs between the various CPA networks. There are far too many variables and so your comparisons will not be valid or provide you with good insight.

## **Step #3**

Your affiliate managers are there to help you and to answer your questions. One of the first you need to ask is what offers your affiliate manager feels is doing the best in your particular niche.

## **Step #4**

Take the time to have a look at each offer in-depth. Look at things like the design, the landing page copy, the consumer price if it is a direct sale offer and just how you feel overall about the design. What is your gut feeling?

Take advantage of Alexa.com, where you can checkout how much traffic the offer URL gets. This information can help you tell if the offer is new or if it's been around for some time. Being new should not be a deal breaker but it is something to be aware of and to pay attention to. Think about how easily or quickly you can make a good landing page.

#### Step #5

Pick two or three top offers that you are going to split test. It is important that you test each offer for a minimum of 100 clicks before you make any decisions.

#### Step #6

This step is only necessary if your offer requires you to have approval. You will then need to reach out to the affiliate manager or the person that approves their network applications. Don't be afraid to pick up the phone and call them as a follow up to your approval. Almost all are going to call you to ensure you are a legitimate business, so beat them to it. If you are asked for your landing pages or your ads, its okay you shouldn't worry about this because it is pretty common.

# **Chapter 10: Social Media Traffic to Your CPA Offers**

Advertise your CPA and support it, by taking advantage of social media. There are many social media avenues for you to use. One of the most popular is forums, which are part of a CPA strategy. Forums have become very popular with thousands of people visiting them every day looking to learn and share their thoughts and ideas.

Most forums will even allow you to post CPA offers, and many allow you to place a link to your site, so that is a great way for you to start promoting your CPA and start to make money. You can add a little bit of content as well, so that forum members can read about your CPA offers. When you are done, you can paste your signature profile, which will increase your credibility.

You must make sure that the CPA offer you promote this way are relevant to the topic of the forum. For example, you won't post CPA related posts on an astrology forum if your CPA is about gardening.

Finally, you need to remember that before you post your comments or the offer you have, you need to know the rules so you don't land up breaking them inadvertently. To make your CPA commissions go through the roof, you need to write great articles for your content. Post them on your sites, or outsource them and earn a little extra money. Make sure you are using the right keywords in your articles so that you land up targeting your potential buyers. The [www.wordtracker.com](http://www.wordtracker.com) site can be really helpful.

You also need to make sure that you include a resource box at the bottom of your articles. It should be short and to the point with direct links to your CPA offers. Some of the best places for submitting your articles include:

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

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

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

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

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

Don't forget about the most obvious social media tool available – Facebook. Here you can make posts that are interesting and engaging and link to your CPA offering often. Of course, you don't want to get too aggressive or you might annoy your followers and they might disappear. Always make sure your posts are insightful and provide value.

Take advantage of LinkedIn, Twitter, Instagram, and whatever other social media outlet works for you to promote your CPA offer. You need to try to think outside the box!

# Chapter 11: Tips to Join a CPA Network

Joining a CPA Network is more difficult than joining a basic market affiliating program. But if you know how this system works, you can certainly create your own opportunity especially using these steps:

#1 Choose one or more networks that you would like to join. You definitely want to choose more than one CPA Network. There is a wide collection of networks to choose from and apply to several in order to land up with the best offers, since more applications means an increase in your options. Make sure that you take the time to compare the options and features of each of the networks since different networks will have different pay for the same offers. Choose the network that best seems to suits your needs.

#2 Fill out the submission form and do the best to answer all the questions as best that you can. The network managers are interested in knowing about your website, how much traffic you generate, the methods you wish to use to make online sales, etc. Don't be scared by these questions. Just be honest. If you have extremely limited knowledge in this business scope, it will not be the end of the world. They realize that you have to start somewhere, so just be honest in answering the questions.

#3 After you submit the forms, expect to wait of a week or sometimes even longer before you hear from anyone. If you want to speed things up, all you need to do is give the CPA network a call and you watch how quickly you get admitted to their CPA network! When the managers see how enthusiastic you are to get the job they will be impressed enough to have you working for them immediately!

#4 You might discover that some CPA networks are difficult to get into. In these situations, it is better that you tell them what your business plan



looks like to promote their offers. This will allow them to see that you have the initiative to make sure everything is in order. This will make them far more likely that they accept you right away!

In the rare occasion that these tricks don't work, you can have a successful CPA marketer put a good word in for you. Begin to work in those networks that you have been accepted, and then you can begin to build more experience. It doesn't hurt to build on your contacts. Before long, you will start to work as a CPA marketer!

Business is all about making money. So as long as you can keep the green flowing to a business, they'll be interested in having you on board.

# **Chapter 12: 3 Steps to Implement CPA Marketing**

CPA Marketing is an excellent way to generate revenue on your site. You can accomplish it with three simple steps. Let's get started.

## **Step #1 – Go Find an Offer**

The first step is to search for an offer that will align with the traffic you get on your site. There are many different CPA networks to choose from all with hundreds of offers so you should not have a problem finding something that's right for you. You can search based on network, category, price, keyword, etc.

Once you find an offer that seems to match your needs you can read the offer details. The listings generally offer basic information such as what kind of traffic is allowed or what users are required to do. If it seems like a good match, click the 'landing page preview' button.

Now you will see the pages that your visitors will see when they click the CPA link. If it looks shady, walk away, because it will be shady to your visitors too and it will not convert. The more fields on a page the lower the conversion rate so keep this in mind, although more fields compensate with higher commissions. You'll have to weigh it out.

## **Step #2: Join a CPA Network**

Once you decide the offer looks right for you, you need to join the network that runs the offer. To apply simply click the link on the offer page. The application will ask you for your phone number, which they will call you at. For many affiliate marketers this poses a bit of a problem, as we aren't used to talking with others when making money.

You are going to need to get accepted. The CPA network isn't trying to be difficult. They just want to make sure that you are as legitimate a business as they are. Just be transparent. Keep in mind you don't have to be a 'rock star' to get accepted, so if you are new, be honest and tell them that.

### Step #3: Build Your Website around CPA

After you are accepted at the network you want to join, and you have a CPA offer that's read, it is time for you to implement your CPA into your website. What's great about CPA you can have a website that looks like a Fortune 500 Company and you don't waste your time putting up ugly banners that pay hardly anything if at all. There's no need for in your face advertising with CPA.

There you go – three easy steps and you too can be participating in CPA Marketing.

# **Chapter 13: The #1 Fear in CPA Marketing**

You are reading this because you want to know what the main fear is when it comes to CPA marketing. If you are new to CPA marketing, it can be kind of scary.

Don't let the fear of you losing your money be the reason that you stop yourself from making money. Success is really based on making sure you test – test – test – stay on top of what you are doing, know what's working and what's not working.

The fear of failure is the number one fear in CPA marketing. It's also what will stop most people dead in their tracks before they even get started. After all, if you never start, you can't fail, of course, you also can't succeed. Having this mentality is not the mentality for success.

Perhaps it's because of a lack of self confidence, or maybe you don't have good self esteem. Whatever the reason, you need to address it if you are going to enjoy success in CPA marketing. You need to be patient and you need to be willing to step out of your comfort zone. Chances are for most of you considering CPA marketing this is new – this is not something you've done before. So it's going to take some time for you to be comfortable. The reality is that you are likely to fail your first go round at CPA marketing. After all, you really do need to be bad before you can be good and then when you really understand the 'game' you'll be great. Keep this in mind. It's part of your journey to success.

The message here – is if at first you don't succeed and you fail, don't walk away. Get back up, dust yourself off, and try again! Can you imagine what the world would be like if we were all successful the first time we tried

something? The thing is that many will fail and then never try again. Instead, they'll head back to the life they know. What you need to remember is that you are working towards a goal, towards successful CPA marketing that can create a steady income flow for you and change your life. The best way for you to deal with your strong fear of failure is to have a very strong focus. When you have something that you are working towards with purpose it will help to keep you motivated and you will be much less likely to quit.

CPA marketing has great potential; don't let fear stop you from experiencing the revenue it can generate.

# **Chapter 14: The Perks of Joining a CPA Network**

Many companies around the world use the internet as a main form of advertising their products. There are different ways to market a company's product online such as pay per click (PPC) ads, banners, pop up ads, etc.

Most of these methods require a large initial investment, and the end result of the majority of these ad forms is the cost of maintaining it is heavier than what the benefits are. This has lead many companies to now promote their products online using CPA advertising rather than the traditional forms of online marketing.

CPA advertising involves the generating of an action from a possible customer, which is captured by the company and then further exploited for bigger profits. CPA affiliates are paid a commission that is figured out based on how many of these actions the affiliate is able to generate. Most people never follow through the conditions of pay per click ads after they've read through the advertisement.

Many times the viewer accidentally clicks on these ads and so they immediately leave the page once they realize that they are not interested in knowing anything about the company or their product. However, the company that placed this form of advertisement pays for every click that occurs no matter if they experience any benefit from that click.

CPA stands for Cost per Action, or Cost per Acquisition. Many relate with the second phrase better, because in this type of marketing companies will only pay the affiliate(s) if they can generate any form of action from potential customers, like filling out a form, signing up for a

company's newsletters, providing vital personal information such as email address or downloading information from their website.

The company benefits from getting information regarding potential customers, and the affiliates are paid commission accordingly, depending on the importance of such information. CPA networks work as a mediator between a company seeking CPA marketing and affiliates that are interested in marketing the products of others and get paid per action generated. Most of networks have basic terms and conditions that have to be fulfilled before they can enroll as an affiliate.

A company should register with as many CPA networks as possible to increase the chance of lead generation for the products, because more affiliates are working towards generation action from potential customers for your company. Choosing the appropriate networks is a not an easy task, but you should definitely seek those with substantial screening system for its marketers.

Depending on the product and the kind of advertisement that you are seeking, CPA networks have affiliate managers delegate the marketing jobs to suitable affiliates using the most effective methods of advertisement to generate the best leads for your company.

# **Chapter 15: The Benefits of CPA Marketing**

CPA marketing – if you aren't familiar with it now is a good time to learn more about it. You may have used Google AdSense or perhaps you have used sites like Clickbank. If you are unhappy with the results, you aren't alone. CPA marketing is different, and it is one of the best as an affiliate that you can monetize your site(s).

CPA or Cost Per Action Marketing is a simple system. When someone clicks on your affiliate link and he/she completes the necessary action, you get paid. The necessary action, can be many different things, but usually involves:

- \*Getting a quote or estimate
- \*Filling out a form
- \*Buying something
- \*Signing up for a free trial

These are the main actions required for you to get paid with CPA Marketing. But why should you choose CPA marketing over some of the other options? Glad you asked!

Why Use CPA Marketing?

There are two key reasons to consider using CPA Marketing rather than AdSense, banner advertising or other affiliate marketing strategies. The most important is simply that you are higher on the value chain and the higher the value the more money you are likely to make from your site. That means you'll see higher ROI on your CPA Marketing than you will on



other forms of marketing. Physical products have up to ten different companies involved in that product, such as warehouses, distributors, and suppliers. It's why if you are an Amazon Associate selling a \$3000 computer you only make about \$100.

The second reason to consider CPA Marketing is that it is an integrated form of advertising. That means there is no need for you to make your site look ugly with banner ads and AdSense blocks.

CPA Marketing will seamlessly integrate with your site. The offers fit in with your content and blends in with your site. This means that you can easily run a branded website that looks clean and professional, while you can still benefit from CPCs, RPMs, and CTR.

CPR Marketing provides you with a seamless way to integrate advertising. You start by finding an offer that you are interested in and that you feel will work well with your website. There are all kinds of CPA networks out there; each has hundreds of different offers, so you should not have a problem finding an offer that works well with your site.

# **Chapter 16: 4 Tips to Get Accepted by a CPA Network**

There are so many rumors out there about the affiliate community and how it is really hard to get accepted by a CPA Network. Many people feel discouraged before they even start and so they don't bother, only later they find out it wasn't that hard. Here are 4 tips to get you accepted by a CPA Network.

## **Tip # 1**

Register for a minimum of twice the number of networks that you really want to work with. For example, let's say that you want to start by working with 4 different CPA Networks, and then you need to register to 8 different networks. You will be accepted by approx. 50% of the networks that you apply to.

## **Tip # 2**

Begin by building your blog. WordPress is a good platform to start with. It's easy to learn and you can easily use open source. It will take a little time to learn it, but there are tons of great tutorials to be found on Google. Building your blog can be fun! It's also not quite as intimidating as building a website from scratch.

## **Tip # 3**

Begin by applying to the smaller CPA Networks. You should not begin by applying to the larger more popular Networks. They get huge numbers of applications every day and so whether they actually go through all the apps remains debatable. Even if they do check all the apps, they can be very picky because they know tomorrow there will be another big stack of

applications waiting for them. Instead, focus on the smaller Boutique Networks, where there are fewer affiliates registering, because fewer people are aware of them. They pay attention to the applications they get and you are far more likely to not just get a more personal experience, you are much more likely to be accepted.

#### Tip # 4

Be determined about getting accepted by the network. Only a few Networks process your first application and that's OK just as long as you know that's the name of the game. Accept it and play by their rules.

A couple of days after you fill out your first application, if you have not heard anything then find out who their Affiliate Manager is and send them an email. If the Affiliate Manager doesn't reply to your email in a few days, then look up their phone number and them. If you don't like the phone, you still need to get your nerve up to make this one call. It's that important.

# **Chapter 17: A Comprehensive Explanation of CPA**

CPA, stands for Cost per Action, and is a kind of affiliate advertising used by almost all companies throughout the world to generate leads for their products.

This type of marketing is done by affiliates who work using their own websites in order to send traffic to the advertiser's site for the product of the company. CPA is a specific form of marketing involving pay per click and pay per lead ads.

Until June 2008, Google used CPA networking as a major part of their advertising campaign. Ebay now uses this form of marketing and calls it AdContext. CPA is also known as Cost per Acquisition.

This actually makes the most sense, because affiliate advertisers using CPA networks are paid based on what the advertiser acquires from his/her customers.

With this type of advertising, there is no returning of funds. As long as action is fully completed by the potential customers, the affiliate is paid for each lead that they provide to the advertiser. This makes it easy and simple for advertisers to work for their company, and for affiliates to work for their advertisers.

There are many CPA networks out there and each has hundreds of affiliates hired from each of these networks. Advertisers generally have affiliate managers who will review the resume of each of the affiliates and they will only hire those who have the best lead generation records, or are the most fitting for an explicit line of marketing.

The basic deal with CPA marketing is to generate traffic to the company's website, a job that's outsourced by the company's advertisers to the affiliates, who in turn are paid a commission based on the quality of lead generation that they were able to provide.

Affiliates use various forms of advertising like keywords, banner ads, pay per click ads, article directories, and video ads that will attract more traffic for the site.

Companies that credit cards, debit cards, sell insurance, public bonds or cell phone ring tones often use CPA networks to build their leads. As an affiliate, you should stay in touch with your managers since they are very well informed about the latest information on the COA networks and the newest and best ideas for this kind of marketing.

What you are paid varies on the complexity of what is required and can range from less than a \$1 upwards of \$50 for each action that an affiliate is able to generate.

This may seem like a cheap bargain for the work that needs to be done, but if you have a strong customer profile of 400 or more, this amount can become a hefty amount of pay per month.

CPA marketing definitely has potential. The key is to advertise as many products as you can since you have no way of knowing what product is going to earn you the most commission.

# **Chapter 18: How to Advertise CPA Offers Efficiently**

Each time you are able to make a lead conversion on any page of your website, you are paid a commission. The CPA commission is not the same as a sales commission. It is much easier. Then, what is the difference?

With sales commissions, you will be paid each time you make a sale. However, unless you are able to push a product/service into your online customers' shopping cart, you will not generate any income from your affiliate.

With CPA commissions, you only need to convince your customers that they are willing to sign up for a newsletter, fill out an online form, provide some personal information like an email address, etc, and you get paid. With every click or submission you are paid.

However, sales commissions are almost always larger and heavier than the commissions associated with CPA. Then again, you can make tons of CPA conversions compared to only a couple of sales, which are much more difficult to achieve.

So, even though you will earn much less each time, because the CPA conversion is much easy to achieve you can actually land up earning much more than you would with a sales conversion.

But how are you going to market the CPA offer? There are various advertising options that you can use. Here are some tips to help you.

Find the hottest keyword searches. Use these to promote your sales.

Make sure that you know you are staying on top of what is currently ‘in’ or trending, and what people are talking about. If you can learn what the most popular topics being discussed are, put them up in your site to generate an increase in your traffic. Online visitors will crowd around looking for this information.

Provide content that has been well- fleshed out and matches the hot topic(s) of discussion. You need to have good content that draws visitors to your site.

Always keep the target audience in mind. Always keep in mind who it is you are selling to, and write your content and ads accordingly. If you sell walking sticks, your target audience is going to be old women and men.

You need to make sure that the content you provide connects with this audience. Talk to them about how walking sticks can make their life easier.

Place links of your site to other related web pages so that you are redirecting your traffic from those sites to yours.