

# Easy \$100-\$150 per Day with CPA offers



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CPA is another sort of affiliate marketing.

CPA means Cost-Per-Action. You as an affiliate get paid every time a user takes action such as subscribing for an e-mail list, free credit card, free gift cards, free trials and sometimes paid trial.

CPA offers often pay less than affiliate sales; however they are easier to get.

For instance, there is an offer for a “Free Sample of Gatorade” – when you send the visitor to the link provided by the CPA company, the visitor will see this page:

The image shows a promotional landing page for Gatorade Tiger. At the top, it says "GATORADE TIGER FREE\* 12-PACK!" in large, bold letters. Below that, a subtext reads: "Just take our survey and complete participation requirements where you sample and purchase products of interest. \*Click Here for Gift Rules." On the left side, there is a silhouette of a golfer in mid-swing. In the center, there is a "START HERE" button with fields for "ENTER EMAIL:" and "CHOOSE:" (with a dropdown menu showing "-Flavors-"). Below these fields is a "CONTINUE" button. To the right of the "CONTINUE" button are three bottles of Gatorade Tiger: one green bottle labeled "1", one purple bottle labeled "2", and one red bottle labeled "3". Below the bottles, the text "32 oz. Bottles" is visible. At the bottom of the page, there is a call-to-action: "To receive your gift: 1 Register 2 Complete our survey & sponsor offers 3 Verify & confirm your information".

When the visitor enters the e-mail address and click on CONTINUE – you are paid \$0.80, many similar offers pay up to \$1.75!

These offers are often referred to as “One Field Offers” or “E-mail and ZIP Submits”, you get paid anywhere from \$0.75 to \$1.75 every time someone submits their e-mail or ZIP (postal code).

Now, do you think this is easier than trying to make a sale? Heck yeah! The only downside is the low payment – but I think it doesn’t really matter since it is easier to get someone’s e-mail for a free offer rather than getting someone to take out their credit card and purchase a product.

There are people who make \$20,000+ daily profit with these offers, they spend a lot of money on advertising and this is actually their main business.

ID #	Campaign Name	Clicks	Leads	CR	Earnings	EPC	View By
1	Free [REDACTED] (One Field)	28,408	4,063	14.3%	\$5,688.20	\$0.20	<a href="#">Creative</a> <a href="#">Sub-ID</a> <a href="#">Page</a>
7	[REDACTED] (One Field)	1,138	237	20.8%	\$331.80	\$0.29	<a href="#">Creative</a> <a href="#">Sub-ID</a> <a href="#">Page</a>
4	[REDACTED] (One Field)	222	68	30.6%	\$95.20	\$0.43	<a href="#">Creative</a> <a href="#">Sub-ID</a> <a href="#">Page</a>
3	Free [REDACTED] (One Field)	514	33	6.4%	\$59.40	\$0.12	<a href="#">Creative</a> <a href="#">Sub-ID</a> <a href="#">Page</a>
9	[REDACTED] bid (UK Only)	445	27	6.1%	\$47.25	\$0.11	<a href="#">Creative</a> <a href="#">Sub-ID</a> <a href="#">Page</a>
5	Free [REDACTED] (One Field)	71	11	15.5%	\$15.95	\$0.22	<a href="#">Creative</a> <a href="#">Sub-ID</a> <a href="#">Page</a>
6	[REDACTED] (Incentive)	314	18	5.7%	\$14.40	\$0.05	<a href="#">Creative</a> <a href="#">Sub-ID</a> <a href="#">Page</a>
0	[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] (Incentive)	953	21	2.2%	\$11.83	\$0.01	<a href="#">Creative</a> <a href="#">Sub-ID</a> <a href="#">Page</a>
4	[REDACTED] [REDACTED] [REDACTED]	221	5	2.3%	\$7.60	\$0.03	<a href="#">Creative</a> <a href="#">Sub-ID</a> <a href="#">Page</a>
4	[REDACTED] Austria (Incentive)	6	1	16.7%	\$7.00	\$1.17	<a href="#">Creative</a> <a href="#">Sub-ID</a> <a href="#">Page</a>
5	[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] (One Field)	18	4	22.2%	\$5.60	\$0.31	<a href="#">Creative</a> <a href="#">Sub-ID</a> <a href="#">Page</a>
8	[REDACTED] - AUS	19	2	10.5%	\$5.50	\$0.29	<a href="#">Creative</a> <a href="#">Sub-ID</a> <a href="#">Page</a>
8	[REDACTED] - CA	161	1	0.6%	\$5.50	\$0.03	<a href="#">Creative</a> <a href="#">Sub-ID</a>

However, for me this is a little sideline income – something I do not really promote, work on or pay for advertising. I am promoting a few different CPA offers at the moment and I usually make \$100-\$150 per day. That's not a lot, but an extra \$3,000 - \$4,000 a month never bothered anybody. Besides, as I mentioned earlier this is not my main online business, so I do not put a lot of time in it (I spend about 5 hours per month on CPA).

I will give you a few more examples and I will explain how to promote these kinds of offers using free promotional methods. Once you spend a few hours to set it up, the money will be coming in for months and even years to come without you doing anything else.

Now, think about it: You set up a promotion like this that earns you only \$10 per day... but what if you set up 10 promotions? Or with the time you set up 50 promotions? At only \$10 per day this means \$500 per day or about \$15,000 monthly on AUTOPILOT!

Here is a typical day with CPA for me, using one single offer:

The screenshot shows a web-based reporting interface. At the top, there is a navigation bar with links: main, reports, profile, your campaigns, search merchants, and mail. Below the navigation bar, there are four buttons: Affiliate Referral Report, Account History, Sub-ID Report, and Download to CSV. The main content area is titled "YOUR EARNINGS REPORT". It features two date selection boxes labeled "Start Date" and "End Date", both set to "February 23 2009". A "Refresh" button is located next to the date boxes. Below these, a table displays earnings data. The table has columns: Merchant/Campaign Name, Clicks, Actions, Sales, Earnings, EPC, and View By. One row in the table is highlighted with a red box around the "Actions" column value "22" and the "Earnings" column value "\$31.50". A red arrow points from the "Actions" value to the "Earnings" value. The table also includes a header row and a summary row at the bottom.

Merchant/Campaign Name	Clicks	Actions	Sales	Earnings	EPC	View By
MaxBounty Managed Campaigns	89	22		\$31.50	\$0.35	
	89	22		\$31.50	\$0.35	

As you can see, I only had 89 visitors to my promotion, 22 of them typed-in their e-mail address and clicked on continue, this earned me \$31.50 – remember, I did not spend any time on this, more importantly – I did not

spend a single penny on advertising, so this is really great for folks who do not want or cannot invest money into their new online business.

Now, my schedule is filled with planned promotions for the next 3 months or so, once it's all cleared I am planning on putting up a 100 CPA promotions – this should take me 2-3 weeks to complete, but at \$30 per day This converts into \$90,000 per month. And even if those promotions only make \$10 per day instead of \$30 – it is still a whopping \$30,000 monthly! ... I am not a web designer or some kind of marketing super guru, yet I am able to do this, so can YOU!

As you can see, the low payout is kind of compensated by high conversion rate! Out of every 4-5 visitors I get 1 that enters his (her) e-mail address. When you are selling a product online, it often takes anywhere from 50 to 200 targeted visitors to get a sale. Which isn't that hard either, but I find CPA offers is the easiest way to start making money online, once again it is also free!

Ok, so I got you all excited about CPA and you would like to start making money with it? Well, here is exactly how I do it, step-by-step.

1. You would need to sign up to CPA Networks, of course it is free.

Here is my favorite CPA network which has the best offers:

- MaxBounty <http://blog.extra-paycheck.com/maxbounty>

This network is FREE to join, however there are a few things you MUST know before joining them, so read carefully.

CPA Networks are kind of picky on who they allow inside. When you are filling out your application form, they will often ask for your website link. If you do not have a website, I suggest putting up a free website with Weebly.com or a free blog with Blogger.com just to show them something, however, the **IMPORTANT** part of the application is the comment box.

Every application form has a comment box where you can enter a comment with your application. If you sound like someone who is just starting out – the network will probably reject your application. So, you should make them believe you in that comment box. Say something like:

*“I would like to get approved to your network. I concentrate on paid advertising and direct linking to the campaigns so the website I provide is not really applicable.*

*I currently work with other CPA Networks (you can name a few) and I have been hearing great things about your network, so I decided to give it a try.*

*Can't wait for the approval so I can start sending traffic to your offers,  
Thank You”*

Please do not copy this word by word, if many people will send the exact same message, the Network will catch up and reject everyone who leaves this exact comment.

As you see, you need to present yourself as a knowledgeable marketer who will be sending lots of visitors to their network, hence making money for both, yourself and the network.

Be ready for a phone call. Many networks will actually call you and do a quick interview with you – NO it is not as scary as it sounds, basically you can tell them the same thing you mentioned in the comment box. Tell them you do a lot of Affiliate and CPA marketing using PPC (pay per click) with Google and Yahoo. I am sure you get my point.

If you receive an e-mail from them telling you that you got rejected – do not give up. They usually provide their phone number either in the e-mail or on their website, don't be afraid to call them up. When I initially started doing CPA a few months ago, I was rejected by 9 Networks out of 10 that I applied

to. I called every network after being rejected, and 8 of them accepted me after I explained that I know what I am doing and that I can't wait until I start sending traffic to them.

There are many other CPA networks available, you can search for them using Google, but I highly suggest these 3 networks since they have a lot of great offers.

## **2. Chose the offers you want to promote.**

Look through the offers on the network. Some pay out \$30+ per lead (such as credit card offers) but these are usually much harder to promote and the market is very saturated. Those guys I told you about who make \$20,000 per day from CPA – they mostly promote offers that pay more. They have a huge advertising budget and an experienced team. These offers are NOT email submits but a whole page submit, asking for the client's full name, address and so on... they are harder to promote. I am not telling you to forget about these offers, try them out if you like but I would suggest starting with ZIP and EMAIL submits first.

Here are some offers I had success with:

- Free Sample of Gatorade - \$0.80 per e-mail
- Free Sample of Nicorette - \$1.10 per e-mail - \$250 Gas Gift Cards - \$1.10 per e-mail
- \$50 Fast Food Gift Card - \$1.25 per e-mail
- Dish Network Satellite TV - \$2.15 per e-mail
  
- 250 Free Business Cards - \$13 per sale. This offer requires a sale, not just an e-mail; however I found it to convert fairly well. This offer gives the customer 250 free business cards, they only have to pay \$5 shipping fees! Once they customize their cards, pay \$5 shipping – you get paid \$13! Not a bad deal at all!

There are thousands of different offers, so you will need to pick a few to start working with as soon as possible. Try to pick the offers that are appealing to you.

### **3. Putting the offer together.**

I usually direct link to the offer. Your affiliate link would usually look like this: guygnh.com/?request=32/offer=freeoffer250-aff=32234

... well it looks ugly. I usually purchase a domain name and redirect it to the offer.

To give you an example, for the 250 Free Business Cards offer I would purchase something like: 250FreeBusinessCards.info – admit this looks better than the affiliate link! Besides, .INFO domains usually cost \$0.99! Then within the domain name provider you can simply chose the option to redirect that domain name to your affiliate link. You do not need to purchase domain names but I highly recommend it, I'll give you some more details later on.

If you do not want to buy a domain name, you can build a free website with Weebly.com – in there you will need to talk about the offer and add your affiliate links inside.

### **4. Getting traffic to the offer.**

Getting traffic is most likely the hardest part of any online business, here is how I get traffic to my offers.

First I would do some keyword research using Google Adwords free keyword research tool;

<https://adwords.google.com/select/KeywordToolExternal>

Once I have a list of keyword phrases I would write 2-3 articles per promotion and submit them first to EzineArticles.com, then once they are approved and published, I would add these articles to other free article directories.

I told you I will talk a little more about the benefits of getting your own domain name, so here it is. Many article directories will not allow you to add affiliate links in the article, adding your domain name is acceptable. It also looks better in the eyes of the readers. This is why I suggest getting your own domain name.

*"I assume you already know about keyword research and article marketing. If you do not, I recommend signing up to my free course that goes in depth of these subjects and other advertising and money making strategies. The course is located here: <http://Extra-Paycheck.com> – it is free to join."*

## **Forum Marketing.**

If you are an active member on forums, it would be a good idea to add a link into your signature. Something like “Get a Free Sample of Gatorade, Click Here”. If you sign up to a forum and start spamming your links all over it – you will be banned and kicked out very quickly.

However, if you just have the link in your signature and actually participate in the forum discussions and add value to the forum – it’ll be okay and you will start getting clicks on your link, leads and well – the money.

## **Social Networking.**

Social Networking and Web 2.0 have grown a big deal in the past 2 years or so. Everyone is on Twitter, Facebook, Myspace... these sites are a great to add your links to CPA offers. The audience is usually young and attracted by such offers.

Also you must submit your link to DIGG.com and StumbleUpon – these sites have huge amounts of people browsing them every day – so make sure you grab a piece of that traffic and monetize on it. Once again, try to be

discrete, if you try to submit your site many times or if you create multiple accounts – chances are, you will get banned. Be careful, act like a human.

## **Youtube Traffic.**

Youtube is most likely the MOST popular website online, if it isn't – it is one of the most popular and gets millions of daily visits, you can get some of these visitors as well.

If you use a PC you can use Windows Movie Maker to create a simple slide show with some images and text about your offer and then tell people to visit your site.

If you use a MAC, I believe they have a software called iMovie - you can make your “video” with it. I believe both, PCs and MACs come with these programs already installed on them.

So, you make a 30 seconds – 2 minute long videos about the offer. Then you need to create a compelling title for the video. Usually titles like: “How to Get Samples of Gatorade for FREE” will do just fine. Make sure to use your main keyword phrase in the title, description and tags of the video.

At the end of the video you MUST tell people to go to your site in order to get the free sample, free business cards or whatever else you are promoting. You can also use a microphone and speak while the images are displayed, Here is an example video: <http://www.youtube.com/watch?v=Mjts91phW1Q> I do not personally like it because the guy sounds boring and personally I would never jump on his free offer – but you get the point.

You can also have a live link right next to your Youtube video. I honestly cannot believe how many people do not use this! You see, many viewers will be too lazy to type the link you provide in the video so what we need to do is provide a link they could click on.

You can do this by typing the link into the description field when you are uploading the video. Make sure to type the full link using the http:// format. If you do not put the http:// in front of your link, it will not be clickable. Also, the link should be the FIRST thing in the description – only then write the rest of the text... Look at the example video I provided above, at least this guy did this the right way:



## Viral Marketing.

Yet another great way to get LOADS of free traffic. What is “VIRAL MARKETING” and how does it work?

Here is the definition from Wikipedia: “Viral marketing and viral advertising refer to marketing techniques that use pre-existing social networks to produce increases in

brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating viral processes, analogous to the spread of pathological and computer viruses. It can be word-of-mouth delivered or enhanced by the network effects of the Internet. Viral promotions may take the form of video clips, interactive Flash games, advergames, ebooks, brandable software, images, or even text messages.”

Basically it means you need to create something that people will gladly pass on for free! Let's say a very funny video – people love funny videos. Just look on Youtube, the most viewed videos with millions of views are usually comedy related. People send the links to the video by e-mail to all of their friends and family, they post it on their Facebook profile and so on – it never ends.

It could be very hard to come up with a funny video or an e-book that will go viral, but you can use whatever is already available to you! I'd give you an example.

A few days ago I received an e-mail titled “5 Dumbest People on Video” I was sure compelled to see it, so I did... there was a link to this FREE blog: <http://dumbestpeople.blogspot.com/> very funny videos indeed! The same day I received 2 more e-mails about it from other friends, and then I saw the link on Facebook and other social networking sites. Whoever created that blog simply found 5 really funny videos from YouTube and compiled them in one place... also notice the CPA offers (banners) on that blog. I know the banner on the side payout \$30 per lead... of course I forwarded the e-mail to all my friends as well; because the videos are great and I am sure my friends enjoyed a good laugh.

As You can see going viral is not too hard and could bring in thousands if not millions of visitors for free, of course you will get clicks on those CPA banners and you will make money.

I hope you found this guide useful and I suggest you get started right away! The money is waiting for you!

**UPDATE:** This CPA guide was written a few years ago and I no longer do CPA marketing. It still works and there is money to be made but I have moved on to different things.

I've decided to dedicate my time to building online businesses that I am truly passionate about. As a result I earn a lot more money and live a more fulfilling life.

My online businesses has allowed me to visit over 30 countries, to live incredible experiences and meet awesome people all around the world.

I do not live in a crazy mansion and I do not own \$300,000 Lambos (although I have driven a few). I do however have plenty of time to spend with my friends, family and traveling. I also no longer need to worry about paying bills which was the ultimate goal. That being said, my earnings are going up every single month.

**My free marketing course has been growing like crazy but it always remains completely free.**

Go here to take my free course:

<https://blog.extra-paycheck.com/getting-started/>

No credit card required. In this course I will show you how to build a successful online business from scratch. No you will not become rich overnight. Yes you will have to put in the effort but if you're serious about your success I am sure you understand it's worth it.

Success and Happiness,

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