

CPA Wealth Blueprint



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CPA Uncovered

CPA stands for Cost Per Action. It is a form of monetizing your website by getting a user to complete an action. Typically this is fill in a survey, provide their zip code, sign up for a free trial, make a purchase and so on.

CPA is very popular and a very good way of monetizing your website or newsletter. It can often pay a lot more than something like Google AdSense, with costs per completed action of \$15 and upwards not unheard of.

Of course, unlike AdSense where the visitor just needs to click on an advert for you to get paid, with CPA they have to complete the action for you to get paid. Just clicking on the link is not enough for you to earn.

The usual rule of thumb with CPA is that the more the user has to do to complete the action the more you will get paid. You will also generally find that anything that involves making a purchase or signing up for an offer will pay well too.

CPA offers can pay you very nicely and can be much easier to convert than traditional advertising. For example, how many people will turn down a free sample of shampoo? Most people will sign up for that if they see the offer and when they do you will get paid. Offers like this won't pay you a fortune, but you can more than make up with it on quantity.

With CPA offers you need to ask yourself is it better to have one person convert at \$15 or ten people to convert at \$2? Most people will ignore the lower paying CPA offers, instead focusing on the high paying ones and in doing so, miss out on potentially earning more money. Remember, the lower paying CPA offers typically require the visitor to do less and so are easier to convert.

One of the best things about any CPA network is the amount of different adverts that they provide you. They want you to convert people to complete the action,

so they give you lots of different sized adverts because you then have more chance of fitting it someone on your website.

CPA adverts are an excellent space filler for those odd corners of your website where there isn't really anything going on and you have space. They always help add to your revenue model.

Websites and blogs convert very well with CPA offers, though you can use them directly in mailings. It is probably better that you use CPA offers in broadcast mailings rather than in autoresponder sequences simply because CPA offers have a finite lifetime and you don't want to be directing people to dead links. If you are going to watch for the end of the CPA campaign and substitute a new one into your autoresponder sequence, then by all means use them, but be aware that they do expire.

Another great way to promote CPA offers is to advertise them through Pay Per Click (PPC) such as Google Adwords.

If you are doing this then you need to pay a lot of attention to your conversion rate and make sure you are making money. There is not point spending \$100 on advertising to secure a \$20 payout, is there? You need to make sure that you are making money your PPC campaign, so track how many clicks it takes you to make a sale and then ensure this is less than the amount you get paid per conversion.

CPA offers are an excellent way to monetize your website and your list and make some extra money. Often being easier to convert than Adsense adverts and paying more they can provide a healthy increase to your bottom line.

CPA Terms Explained

The CPA networks use a variety of different terms, some of which you may not be familiar with and can be confusing to newer marketers. It takes a little while to get used to their jargon!

In CPA terms, you are the affiliate or associate if you want to promote offers on your website.

If you are looking to provide offers for other people to promote then that makes you the merchant.

For the purposes of this course, you are assumed to be the affiliate or associate.

A campaign is a promotion, i.e. you have a L'Oreal free sample campaign or a mobile phone ring tone campaign.

You will have an affiliate rep or an account manager within the company. This is an individual person who has been assigned to manage your account. Their job is to tell you about new offers as well as discontinued offers as well as helping you out when you need it. Don't be afraid to contact them to ask for help. That is what they are there for and they are happy to answer your queries – that's what they are there for.

A typical CPA network will show you campaigns such as those in the diagram on the next page.

You can see here they talk about a dollar amount per lead and per sale. The difference is that if the dollar amount is per sale it means your website visitor has to make a purchase for you to get paid.

Per lead means that all the visitor needs to do is fill in some details on the website and not make any purchases for you to get paid.

Merchant and campaign name	Campaign info	
MaxBounty Inc. Barack Obama Inaugural Posters	\$15.00/sale	
	New	APPROVED
MaxBounty Inc. Free Flys - FREE Coupons	\$1.00/lead	
	\$0.06 EPC	APPROVED
MaxBounty Inc. \$50,000 Fairytale Wedding Sweeps	\$2.25/lead	
	\$0.06 EPC	APPROVED
MaxBounty Inc. \$250 Valentines Victoria's Secret Gift Card	\$1.10/lead	
	\$0.03 EPC	APPROVED
MaxBounty Inc. Nielsen/Netratings - Switzerland	\$5.00/lead	
	\$0.23 EPC	APPROVED
MaxBounty Inc. Home Business Search Australia	\$3.75/lead	
	\$0.14 EPC	APPROVED
MaxBounty Inc. TriSlim - Free Trial	\$33.00/sale	
	\$1.41 EPC	APPROVED
MaxBounty Inc. Health Quote Today	\$6.75/lead	
	\$0.05 EPC	APPROVED
MaxBounty Inc. Laser Spine Institute - Back Problems?	\$14.50/lead	
	\$0.44 EPC	APPROVED
MaxBounty Inc. 1-800-Flowers Gift Card (One Field)	\$1.20/lead	
	\$0.03 EPC	APPROVED
MaxBounty Inc. Life Insurance Rates - Free Quote	\$10.25/lead	
	\$0.26 EPC	APPROVED
MaxBounty Inc. Turbo Tax Premium (One Field)	\$1.10/lead	
	\$0.04 EPC	APPROVED

Per lead offers usually convert better than per sale because there are no purchases involved. However, it does depend upon the quality of the offer and the people who you are marketing it to.

You need to also look at the EPC, which stands for Earnings Per Click. This is how much, on average, someone is paid when someone clicks on an advert. In general, the higher this is then the better it is for you, i.e. the more profitable the program is.

Don't be tempted to jump on an offer that has a high payout just because it will pay you a lot if someone completes the action. Be aware that often you can make more money with a better converting offer with a lower payout.

Ask yourself this, is it better to get paid \$15 for a completed action when 1% complete the action or is it better to be paid \$2.50 when ten times the people complete the action?

Make sure you consider this whenever you are picking a CPA offer to promote.

Let's just look a little closer at a couple of the offers in the table above.

MaxBounty Inc. Free Flys - FREE Coupons	\$1.00/lead	
	\$0.06 EPC	APPROVED
MaxBounty Inc. \$50,000 Fairytale Wedding Sweeps	\$2.25/lead	
	\$0.06 EPC	APPROVED

If you look at the two offers we can see that they both have the same EPC of \$0.06. If you look at the payout per offer you can see that there is a significant difference between the two. The second one pays out over twice as much.

So why the difference?

These figures would suggest that the Free Flys – Free Coupons offer converts much better. If they were to convert at around the same level you would expect the EPC of the second offer to be almost twice that of the first.

Make sure you consider this when looking for CPA offers to promote. The first one you come to may not be the best for you – there could be better ones. Different networks may also have different rates for the same offer depending on what they have negotiated with the advertiser.

Applying To Be An Affiliate

Most of the CPA networks are free for you to join. Very, very few will charge you a fee because they want as many quality people as possible to sign up and promote their offers.

The CPA networks tend to be very stringent in the application process and require you to have decent quality websites in order to be approved. If you don't have a quality, well ranked website yet then you need to start with one of the smaller CPA networks and work your way up to the big companies as your website improves in ranking and quality.

Expect to be turned down by some of the networks you apply for. It's going to happen. Typically you can phone them up and speak to them and work around this, but in some cases they will be adamant and you will not be able to get in to them. If that is the case then just say "Next" and move on to the next CPA network. There are plenty more out there.

All of the CPA networks will expect to be able to speak to you on the phone in order to confirm your identity. You must provide them with a valid telephone number and be prepared to negotiate a time for them to call. Be flexible about it and make sure you take the time to answer their call. If they can't get hold of you in a certain amount of time then some of the networks will just turn you down regardless.

It is up to you to look through the CPA network's requirements for websites and ensure that your website meets their standards. If it doesn't then you will be turned down. It is worth taking five minutes and reading through this information before applying just to make sure. You may be able to make some small adjustments to your website so you can meet their requirements.

When you are signing up to CPA networks you are always dealing with real people. They are a real company and there is a real person on the end of the phone who is your account manager.

You must remember this because you can't pull the wool over their eyes or anything as you will be found out. When you are found out you will be banned from the CPA network and have any commissions that are due to you suspended.

Be aware that some of the CPA networks also have a minimum level of account activity in order for your account to be kept active. Make sure you are aware of this and keep your account active, if you still want it.

Signing up for CPA networks is an easy process. All you need to do is provide some simple information and possibly some website statistics and you will be going through the sign up process. Give them the information they ask for as without it you will not be approved for the network.

Once in the CPA network you can start to look at the many offers available to you and start promoting them and making money. There are lots of different offers in lots of different niches so you are very likely to find something that will fit in with your website.

Spotting The Top Offers

There are a lot of offers in any CPA network, some are better than others. You need to learn to spot the highest paying and highest converting offers and use those on your website to make money.

Getting the best return on any CPA offer is a question of balancing how much the person has to do with whether or not there is a purchase involved with the payout of the offer.

There is no hard and fast rule and really it is a question of judgement on your part as to which you pick, but there are some guidelines for spotting the best offers.

In the majority of cases, the less the person has to do and the less information they have to hand over then the more people will complete the offer. As the amount of information required and work need increases so the number of people who will complete the offer decreases (unless they are highly targeted and interested visitors).

Anything offering free samples normally does well as people like getting something for nothing. Any offer of a free trial does better than an offer with no free trial, but it still requires a purchase, which will put some people off.

You can expect the higher paying offers to be harder to convert, though if the traffic is targeted and "warm" (i.e. interested and ready to buy) then it will be easier for you to convert them.

Usually the higher the EPC then the better converting the offer is, though make sure you do a bit of research, as we discussed earlier. Check how long the offer has been running because if it hasn't been running for very long that might be why it has a low EPC.

If you are putting CPA offers on your website or blog then you need to make sure they are relevant to the site's content and of interest to your readers. Something that is topical can often convert well as there are a lot of people looking for information on the subject.

Using PPC together with CPA offers can often allow you to rapidly respond to changes in the marketplace, new offers and world events. This can allow you to maximize your earnings.

With any CPA offer, you need to stay on top of the offers as they do expire. When they do you need to swap them out with new offers as soon as you can. The longer you are directing traffic to a dead offer, the longer you are losing money.

And always make sure you test and track your results. Just because an offer isn't performing well according to the CPA network doesn't mean you won't do well with it. If it is related to your site and your visitors will be interested in it then you may be able to convert it.

Testing and tracking will allow you to do this and enable you to do more of what is working and earning you money and less of what isn't.

Getting Your Products On A CPA Network

At some stage you may decide that you want to get your own products into a CPA network to promote them so you can make money from your own promotions.

This is a very good way to build a list and to make sales as well as get traffic to your website, providing you have an offer that is suitable for the CPA networks.

In order to do so you will need to sign up to the CPA networks either as an advertiser or a merchant, depending on which term they use for it.

The CPA network will qualify you and make sure you are what you say you are, so expect phone calls and the like. They are going to want to know you are delivering a quality product that meets their guidelines and will check you out thoroughly. The bigger the CPA network, the more thorough you can expect them to be.

You need to make sure that you have a quality product in order for the CPA networks to work for you. For any old product it isn't going to work. You will need something that has slightly more mass market appeal.

Make sure that all payments are handled by the CPA network and that you don't have to make any payments directly to the people who are promoting your products.

Double check their fee structure and make sure you understand it. Expect to have to make a deposit before your adverts are approved. The size of this will depend upon your payout and the amount of traffic you are expecting to get. Don't be surprised if it runs into the several thousands of dollars. As you get established with the CPA networks you may find they become much more flexible on these terms.

The key to succeeding with CPA networks is knowing where your traffic is coming from and what it is doing. Make sure the CPA network you are choosing to work with offers you a good set of reporting and monitoring tools that are not too far delayed from real time.

Some sites will have a few hours delay between something happening and it being reported on their statistics tools. You need to make sure that they are as close to real time reporting as possible as this will allow you to keep a close eye on what is happening.

There aren't that many digital information products on the CPA networks – those that are on there are high ticket home study courses involving books, DVD's and more.

Depending upon your product you may need to start with the smaller CPA networks and work your way up as you get known and get results.

It is up to you, as the advertiser, to create material for your publishers to use. This means you need to create emails, banners, graphics and so on in order to people to promote your products. The more variety you can offer the more likely your product is to get picked up and put on a website. Remember, people often turn to CPA networks to fill unused corners of their websites!

<u>text ad 28055</u>	<u>banner 28066 468x60</u>
<u>text ad 28081</u>	<u>banner 28067 468x60</u>
<u>text ad 28082</u>	<u>banner 28068 468x60</u>
<u>text ad 28083</u>	<u>banner 28069 468x60</u>
<u>HTML solo email 28089</u>	<u>banner 28070 468x60</u>
<u>text solo email 28090</u>	<u>banner 28071 468x60</u>
<u>banner 28056 240x120</u>	<u>banner 28072 468x60</u>
<u>banner 28057 240x120</u>	<u>banner 28073 468x60</u>
<u>banner 28058 240x120</u>	<u>banner 28074 468x60</u>
<u>banner 28059 240x120</u>	<u>banner 28075 468x60</u>
<u>banner 28060 300x250</u>	<u>banner 28076 468x60</u>
<u>banner 28061 300x250</u>	<u>banner 28077 728x90</u>
<u>banner 28062 300x250</u>	<u>banner 28078 728x90</u>
<u>banner 28063 300x250</u>	<u>banner 28079 728x90</u>
<u>banner 28064 300x250</u>	<u>banner 28080 728x90</u>
<u>banner 28065 300x250</u>	

The above table shows you some of the common advert sizes found in the CPA networks. You can see there are a number of text ads, emails and then a wide variety of banners.

You can see from this that this particular advertiser has offered a lot of different banners and graphics. If you provide multiple colors and designs within each size and shape then you are giving people more choice and helping them to find something that will fit on their website.

Promoting CPA Offers

Once you have found CPA offers that you want to use on your website, the next step is to promote them and to make money from them.

If you have an existing website then you can use that to promote your CPA offers. If you are already getting traffic to the website then it is a great way for you to add an additional stream of income to the website.

Be careful that the CPA offers don't take away from the purpose of the website. Don't put CPA offers If you have an existing website then you can use that to promote your CPA offers. If you are already getting traffic to the website then it is a great way for you to add an additional stream of income to the website.

Be careful that the CPA offers don't take away from the purpose of the website. Don't put CPA offers on a sales letter for example as it will distract people from the purpose of the page, to make sales.

CPA offers work very well on information and authority sites or in mailings to lists.

One way of promoting them is to set up a page specifically for a particular CPA offer and then driving traffic to it. Pay Per Click (PPC) is a very good method of driving traffic to these types of pages. It allows you to quickly and easily set up a high quality landing page that promotes a specific offer, which allows you to earn from it.

You need to pay close attention to your results and ensure that your PPC costs are less than your earnings from the PPC network. Working at a loss is profitable if you have a backend set up to make money from the loss leading front end. However, in the majority of cases you are going to want to make money from the front end here.

If you are using PPC then you must be very sure that you remove expired offers when they expire. Remember, you are paying for every click through and if the offer has expired then you have no chance of earning any money from the click through. It is important to keep on top of the CPA offers you are using and make sure you do remove any that have expired as soon as they do.

A very good way of marketing CPA offers is to create a squeeze or lead generation page to capture email addresses and then market various offers to this list. A great way to do this is to offer a free report or course in return for the email address.

This has the added advantage of ensuring you are building a list, which will allow you to market much more than just a single CPA offer to them and earn from it. Building a list allows you to dramatically increase your earnings.

Another good way of promoting a CPA offer is to write reviews about the products. Make sure you point out what you felt the product was lacking or any faults you felt the product had. Doing this makes your review look more real. A review that just spouts how great a product is doesn't inspire confidence in potential buyers.

These reviews can then be used on your websites, in emails or on sites such as Squidoo or Hubpages as content. People love reading reviews of products and if they are honest reviews and you point out the good, the bad and the ugly, then they will influence the buying decision.

People who often specifically search for a keyword and the word review looking for reviews on a product. When this happens you know they have pretty much decided to buy the product and are after that little push to sway them into the buying decision. A well written review can act as that influence.

One thing to be aware of is that as you make money with CPA and become a bigger player in the marketplace so you can negotiate your fees with the CPA networks. They have an advertised fee on their website for a particular campaign, but they do have a degree of latitude within this fee to provide a bit more money to big hitters.

This obviously can increase your income and provide you with some nice extra money and is one of the reasons why it is worth increasing the traffic to your websites and so increasing your CPA views and earnings.

The other alternative as you grow in experience and earnings with CPA networks is to look to move to the bigger CPA networks which have even better offers that pay more. The smaller CPA networks may not have access to these kind of offers so moving to the bigger ones will give you more choice in what offers to present to your visitors.

Promoting CPA networks isn't difficult to do if you have a basic grasp of Internet Marketing. Done properly you can provide yourself with an additional stream of income and increase your earnings just from placing these tiny ads on your website.

Summary

CPA marketing is an excellent way for you to add another stream of income to your website, monetize your list or monetize those unused corners of your website.

With the wide variety of niche offers available as well as offers with a wide market appeal, you are bound to find something that appeals to you in the CPA networks.

As you start off marketing CPA offers you can expect to be turned down by the larger CPA networks, unless you have a high quality, high traffic website. Be prepared for every CPA network you apply for to contact you over the phone. They need to be assured that you are who you say you are in order to ensure they are providing high value to their advertisers.

If you have problems signing up to a CPA network, call them up and speak to them. Often you can resolve the issues over the phone but there will be cases when you can't. In these situations you are going to have to say "Next" and move on to another CPA network, work on improving your website and then come back to them when you meet their criteria.

With the wide range of banner shapes and sizes, you should easily be able to find something to fit on your website in the space you have in mind. You are also typically provided with emails and even text adverts you can use to further help you promote the CPA offers and make money.

Remember that it is vital for you to track your results, particularly if you are using any form of pay per click or paid advertising to ensure you are getting your value for money from your campaign. If you are not, then you need to tweak your campaigns or move on to the next one. Don't leave your advertising losing money.

Once you have the CPA offers on your website, the next step is to drive traffic to them so that you can start to earn. The more targeted visitors you can get then the more are likely to convert through the CPA offer.

The higher paying CPA offers may be tempting due to the amount you can earn, but could actually be a bad deal. You may find you can earn more money by converting lots of people for a lower payout. This is where your testing and tracking comes in to play.

The general rule of thumb for CPA offers is that the more people have to do or pay the lower the conversion rate is. People want to do as little as possible and get a reward for it.

If you have highly targeted or “warm” traffic then you may find you can convert much higher paying offers because the visitors have a strong interest in the subject. Targeted traffic is the lifeblood of any good CPA campaign.

CPA networks are a great way to provide yourself with additional streams of income. They can sit on a website with Google AdSense adverts and so provide further opportunities for earning and can sometimes pay more than AdSense itself.

Your Desired Closing

Your Name / Signature

Resources

ADD YOUR RESOURCES HERE, e.g. other sites you own / products you sell / affiliate program

Picture
Picture
Picture

Description
Description
Description

Appendix A : CPA Network List

The following is a list of CPA networks that you may want to consider. It is not exhaustive by any means and you will find many have similar offers.

www.Maxbounty.com

www.azoogle.com

www.primaryads.com

www.clixgalore.com

www.rocketprofit.com

www.hydranetwork.com

www.fluxads.com

www.neverblueads.com

www.xy7.com

www.cpastorm.com

www.linkshare.com

www.instantdollarz.com

www.clickbooth.com

www.cpaempire.com

www.clickxchange.com

www.revenuegateway.com

www.copeac.com

www.modernclick.com

www.offerquest.com

www.turn2offers.com

www.shareasale.com

www.sharerresults.com

www.rextopia.com

www.revenueloop.com

www.performics.com

www.paidonresults.com

www.leadhound.com

www.leadermarkets.com

www.leadclick.com

www.cyberbounty.com

www.bulletads.com

www.marketleverage.com

www.tradedoubler.com

www.cactusmedia.com

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www.MasterResellRights.com