

**This Report Brought To You By:**

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# HOW TO UNLEASH Easy **CPA Offer** PROFITS!



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## What Exactly Is CPA and What Advantages Does It Offer?

There are a lot of different ways to make money online. You don't need your own product. You can get paid to promote other people's.

There are three main ways to do this:

- **Add “Google AdSense” to your website.** The Google AdSense program allows you to immediately show Google advertiser ads on your site. You then get paid a cut every time someone clicks on one of those ads. For instance, you might get paid .5 cents for every click you generate.

This option can be very profitable when you have a lot of free traffic coming-in to your sites. All you have to do is slap the ads on your pages and you get revenue flowing-in. However, Google keeps most of the money and only gives you a small share. So, it's not very profitable if you're paying for the traffic (for instance, you may pay .10 cents for a visitor and only make .3 cents off of him or her).

- **You can promote products as an affiliate.** Usually, you get paid a commission ONLY if a sale occurs from traffic you sent. For instance, you may send a visitor from your website to Amazon.com and if that visitor buys, you get paid a cut of the sale. Sometimes you get paid 10% and other times you might get paid 50% or more.

As you might imagine, you can earn far more than with Google AdSense. You can afford to pay a good amount for traffic. However, it also comes with a big catch. Getting a high number of your visitors to buy (high conversion rates) isn't always easy. You've got to find a good product that they are in-demand of. Otherwise, you won't make anything.

- **Finally, there are CPA programs or “Cost-per-action” affiliate programs.** They might be called the cross-over option between Google AdSense and cost-per-sale affiliate programs. You get paid for when visitors you refer take some-type of action. Usually, this action is signing-up for a free offer. They may pay you for the visitor filling-out one form or multiple.

The pay is higher than getting a click on Google AdSense, but lower than if you get paid for a sale. It's great because how hard is it to give an offer away for free? It's much easier than getting them to get out their credit cards and pay even just \$1.

CPA offers tend to be for generalized products or services that appeal to wide-audiences, such as ringtones, weight loss, credit card offers, travel and so on.

These generalized offers can be easy to convert and are likely your best option to make money from a general interest website.

You also might pay to drive traffic to a CPA offer you're promoting. Once you get your incoming traffic set-up right, it can be very profitable.

Inside this report, we're going to be talking about the basics of getting it going. For more advanced tactics to promoting CPA programs, check-out:

→ [\*\*CPA Money Magic\*\*](#)

## How To Choose A CPA Program.

There are a wide number of networks you can access to find good CPA programs. Just a few of the most popular ones are azoogle.com, pepperjamnetwork.com, cj.com, maxbounty.com, and clickbooth.com.

You usually need to apply, but it's typically very easy to get accepted. If you don't have a website to show them, you might specify how you're going to get traffic.

What should you look for in a solid program?

The key is to find what's going to convert well for you.

It's a numbers game. How cheaply can you get traffic and what does that traffic respond to. A high paying offer does not mean much if it doesn't convert for you.

If you have your own website, you can get a good idea of who your visitors are using an Analytics tool, such as Analytics.Google.com. This adds to the basic information you're already aware of.

CPA offers tend to be for generalized markets, such as weight loss. They range from free trial offers along with shipping to simply wanting a zip code or email address. The more information it requires, the more it usually pays.

Of course, those that require more information can be harder to convert.

Generally, a good rule of thumb you might consider following is that if you have a lot of un-targeted generalized cheap traffic, then you'd go with the simple zip code offer. If you have more targeted quality traffic, then you'd go with the more expensive, better paying one.

Let's talk about some more keys to look for when choosing an offer:

- ✓ **The right ingredients in the promotional material.** The offer should make you want to follow through with it if you were in the target market. For instance, if you're overweight, then look for a weight loss offer you would be willing to complete yourself. Or, if you buy ringtones, then look

for a ringtone offer you would actually check-out. With this said, really put your self in the shoes of the person who would likely respond – don't just dismiss an offer because you personally aren't interested. Other elements to look for are **believable** testimonials. Quality testimonials are an indication of a good offer.

- ✓ **Avoid boring offers that your visitors have become “blind” to.** You might find a great looking offer, but if your visitors have seen it around time and time again, then you may need to move-on. At the same time, don't dismiss an offer just because it's being shown everywhere. If it's in a lot of places, then this is likely a sign it's working. You just have to promote better than others.
- ✓ **Look to see if they offer good affiliate tools.** Programs might offer strong banner ads, landing pages, or other promotional material. This can allow you to get started a lot quicker and test-out the offer before you spend a lot of money and time on it.
- ✓ **Consider what needs, problems, and desires the offer addresses.** For instance, an offer for a free Ipod with the completion of a survey taps into the emotion of greed or an offer for a free sample of teeth whitening strips improves people's appearance, or a weight loss offer may tap into a deep source of pain. This is opposed to an offer for a product or service, which people just don't care that much about.

The bottom-line is that there are loads of CPA offers to choose from. This means you don't have to settle. You can test what works best for your traffic source and spend your time, money, and effort on the most effective ones.

For more ideas on types of offers, check-out what's “hot.” What are people looking for? You can do this by checking-out the following sites:

- [Google.com/insights/search/](http://Google.com/insights/search/)
- [Buzz.yahoo.com](http://Buzz.yahoo.com)
- [Google.com/trends](http://Google.com/trends)
- Magazines or other news sources.

Once you identify a trend, you can then search-out CPA offers that tap into it.

For a proven system to help choose profitable offers, check-out:

→ [CPA Cash Method](#)

## How To Get Started Promoting.

The next key to profiting from CPA offers is to get a traffic source. There are a number of different ideal sources.

Let's go through them:

- **The Google AdWords content network (adwords.google.com).** Google AdWords is an advertising program that lets you place ads on sites throughout the web. You can generate a lot of cheap traffic using it. This is likely the most popular way to profit from CPA programs. It gets your ads placed on any site in their network and you specify how much you want to pay. You can set an amount you want to pay per click (every time someone clicks on your ad) or based on how many times your ad is shown.
- **Search PPC (Pay-Per-Click).** You can also place your ads alongside the search results in the search engines Google, Yahoo, and MSN (Bing). For instance, when a user types-in "Ringtones," your CPA offer can appear alongside the search results. You select the search phrases you want to appear for and how much you want to pay every time a searcher clicks on your ad.
- **Video marketing.** You can easily create videos and then submit them to high-traffic video sites, such as YouTube.com. With each video, you can put a link to any website you want. This is a free promotion method. It allows you to not only get traffic from sites like YouTube, but also helps you get free listings in major search engines.

**Article marketing.** You can write and then submit articles to leading directories, such as EzineArticles.com. At the end of each article, you can include a resource box with a link back to the offer you're promoting. Others can then re-publish your articles once posted in the directories as long as they include your resource box. This is another free way to drive traffic.

- **Creating a blog.** You can create a free blog using a site like WordPress.com, Blogger.com, or the more advanced Wordpress.org.

Inside, you make interesting posts to those likely interested in your CPA offer. You would then place ads for the CPA offer alongside your blog posts.

- **Placing banner ads.** If you find a great site for an offer, you can approach them about placing paid banner ads on their site. A lot of times, you can do this through Google AdWords (as mentioned above), but many sites contract directly with advertisers for more profit.

The key is that you can use a combination of free and paid techniques to promote your CPA offers. For more ways to promote your CPA offers, check-out:

→ [CPA Cash Method](#)

In addition to generating traffic, you also need a landing page. You don't always want visitors to go directly to the publisher's offer page.

This is because on your landing page you can “Pre-sell” visitors for the offer and collect their contact information for future promotions. This means that before your visitors ever hit the offer page, they have a good idea of what to expect. Their follow-thru-rates skyrocket. Plus, if you collect their names and email addresses, you can follow-up about new offers or about the original one you are promoting.

The key with your landing page is to not be seen as over promotional.

You may do a “review” of the offer where you share both positive and maybe not so positive parts of it. It should be honest. You also might offer articles or other content and then promote the CPA offer using ads placed near your content.

There are many more techniques as well, for a complete system, check-out:

→ [CPA Arbitrage](#)

## Recommended Resources:

- [CPA Arbitrage](#) – Complete system to profit from CPA programs.
- [CPA Money Magic](#) – Simple guide to profiting from CPA.
- [CPA Cash Method](#) – How to generate 5 figures a month from CPA programs.
- [CPA Cash](#) – Secrets to cash-in on CPA.