



**TEACHER'S GUIDE:  
MAKING EXTRA MONEY  
ONLINE**

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**Supplement My Teacher Salary**

## **Teacher's Guide:**

### **Making Extra Money Online**

Thank you for downloading this lesson plan on how to start making an income online.

I promise you that this is going to be very quick and easy to implement, and I'm going to show you exactly how to do it, step by step.

You don't need a 'degree' in Internet Marketing to get this going, and most importantly you can start right away. Once you have a successful campaign, you can choose to ramp it up for more profits, and/or have 2 or more campaigns going simultaneously.

I'm not going to fool you and tell you that you can implement this method for zero dollars. That's not true and also it's not realistic. Deep down you know that every business requires some kind of financial investment, don't you? However, I can tell you that if you are willing to invest a little as \$10 per day in Facebook ads, you can start building an income online.

So let's get right down to it.

## Lesson Plan

**Topic:** *Promoting Pay Per Lead Offers via Facebook*

**Grade:** Beginner

**Time to Implement:** 1 – 3 hours; less than 1 hour daily to maintain

**Cost to Implement:** \$10+ per day

**Materials/Resources Needed:** computer, internet connection, email address, credit card or Paypal account

***Overview:** This is a step by step guide to making extra money by promoting Pay Per Lead offers via Facebook ads. You will learn how to choose and set up your offer as well as how to track and optimize your results.*

### Objectives:

*You will learn how to:*

- ✓ set up your Viglink account
- ✓ choose a Pay Per Lead offer
- ✓ build a targeted Facebook ad
- ✓ track your results in real time
- ✓ optimize your ad for best results

\*\*\*\*\*

### Method:

The method I'm proposing – and one which I've been using myself – is to promote Pay Per Lead companies via Facebook ads.

You don't need a blog, or website, or fan page to start doing this. All you do is send targeted prospects to the merchant's website and once they fill out the appropriate form, you get paid. You can find these prospects most easily by using Facebook ads.

Here's what to do:

**Step 1: Create your Viglink account**

Sign up at [Viglink](#). This is the affiliate network that we'll use because the sign-up process is quick and easy, and you don't need a website to sign up, unlike Amazon Associates. [Sign up here](#).

They'll send you an email to confirm your account, so make sure you do that. After you confirm your account, you'll need to fill in your personal info, then you'll come to the "Install Viglink" screen. Don't worry about this: you'll be using "Viglink Anywhere" for this method. (*More on Viglink Anywhere in Step 3.*)

*Glossary of Terms*

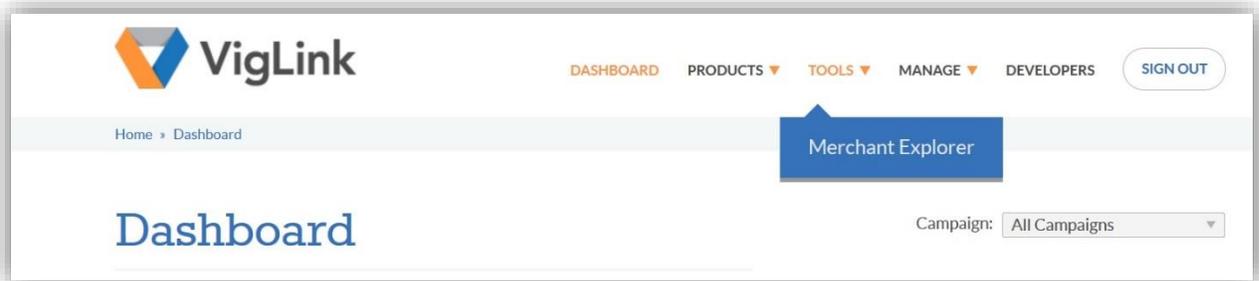
**Pay Per Lead:** when you refer someone to a website and they fill out some kind of form (often just their name and email), and the website owner pays you for referring that person.

**Viglink:** an affiliate network where you can find pay per lead offers to promote

## **Step 2: Choose a company to promote**

To save you time and effort, here's a list of 10 Pay Per Lead companies that use Viglink for their referral program. You can choose to promote any one of them, or more than one if you wish. My advice is to stick to just one in the beginning until you learn the ropes.

Use the Merchant Explorer (*see pic*) to search for any of the following companies, then right-click and copy the website address.



<b>Pay Per Lead Company</b>	<b>Commission Per Lead</b>
Gerber Life Insurance	\$46
National Debt Relief	\$25
21 <sup>st</sup> Century Insurance	\$6
Wyzant Tutoring	\$6
Craftsy	\$1

Julep	\$7
Shutterfly	\$1
Americandebtenders	\$10
Ipsos survey	\$3
Bills.com	\$17.50

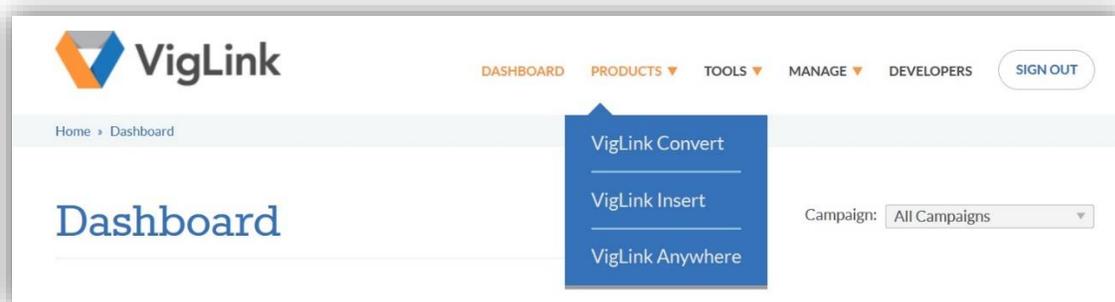
I suggest starting with Wyzant or Gerber Life Insurance, but you can choose any one of them.

### **Step 3: Get your affiliate link**

Once you've selected the company you want to promote, it's time to get your affiliate link. Your affiliate link has special code that lets the merchant know that you referred the new lead, so that you get credited for your work.

This is where **Viglink Anywhere** comes in. You get a link you can post practically anywhere: in a blog post, in a post on your Facebook timeline, as the destination link in your Facebook ad... Wherever you post your link and someone clicks on it and completes the required action, you get paid. Great, huh?

Open *Viglink Anywhere*.

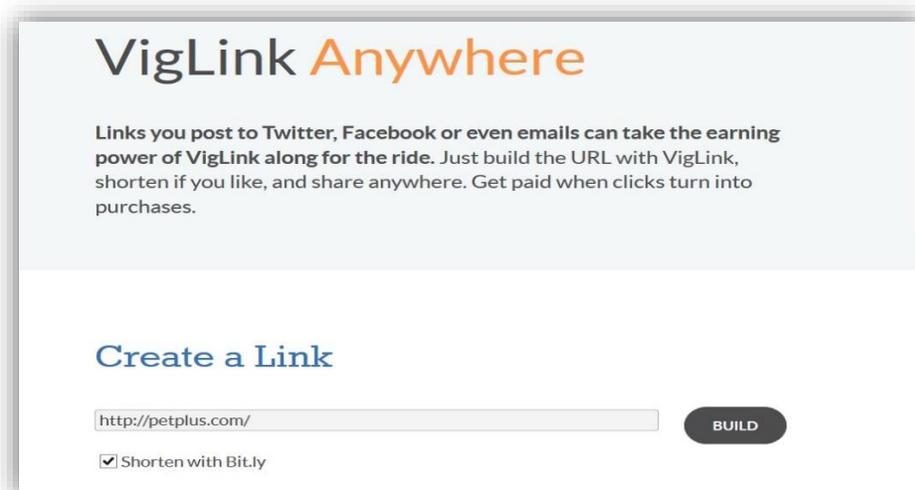


Paste the website address you copied in the previous step into the 'Create a Link' field.

Check 'Shorten with Bit.Ly'.

Click 'Build'.

The resulting bit.ly link is your affiliate link.



The screenshot shows the VigLink 'Create a Link' interface. At the top, the text reads 'VigLink Anywhere' in a large font, with 'Anywhere' in orange. Below this is a paragraph: 'Links you post to Twitter, Facebook or even emails can take the earning power of VigLink along for the ride. Just build the URL with VigLink, shorten if you like, and share anywhere. Get paid when clicks turn into purchases.' The main section is titled 'Create a Link' in blue. It features a text input field containing 'http://petplus.com/' and a dark grey 'BUILD' button to its right. Below the input field is a checkbox labeled 'Shorten with Bit.ly' which is checked.

Copy and paste your affiliate link to a Word document or Notepad. Save it because you will need it for the next step.

## **Step 4: Promote your link via Facebook ads**

You will want to use Facebook ads to promote your link and get people to click on it. Facebook advertising is by far the quickest and cheapest way to find the people who would be interested in your offer. After all, with over 1.3 BILLION active users, who isn't on Facebook these days?

This section will walk you through a simple Facebook ad set up which should convert well for you.

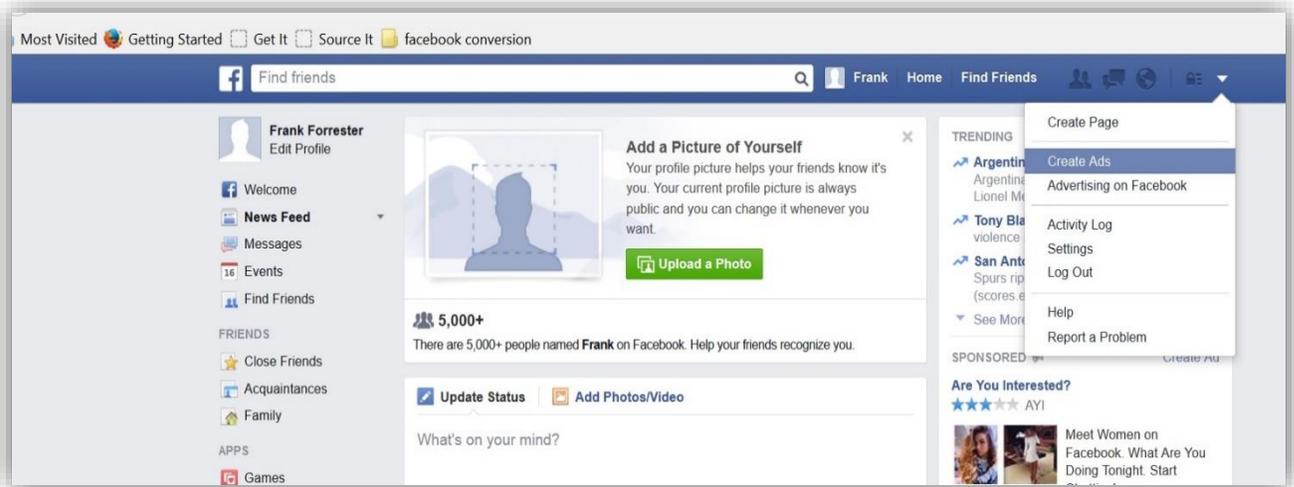
***Note:** If you've used Facebook ads before, go ahead and set up your ad the way you usually do. These instructions are for absolute beginners who have no experience with Facebook advertising.*

There are 10 steps to building an effective Facebook ad. These are:

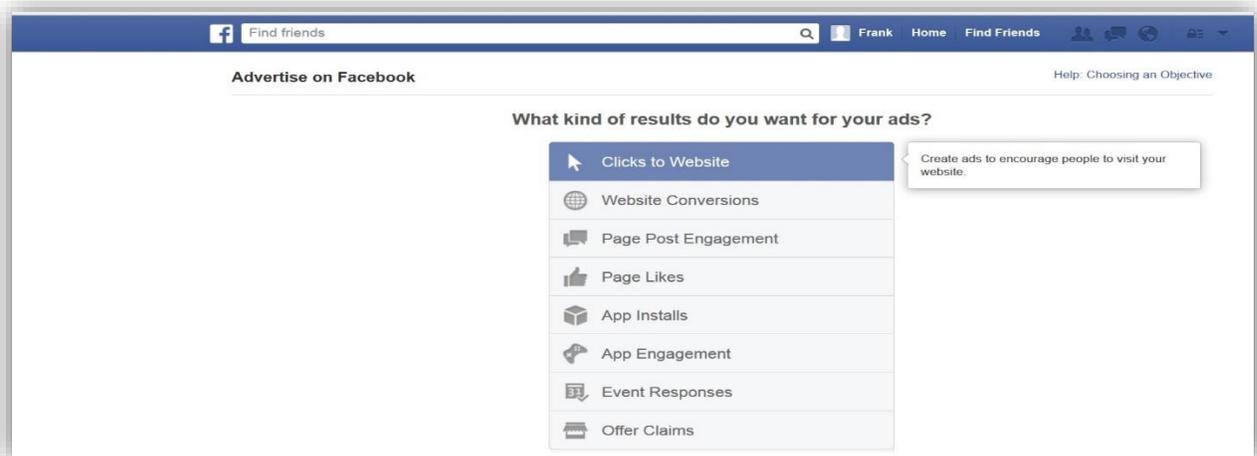
- 1) Go to the **Create Ads** page;
- 2) Select the type of ad you want to create;
- 3) **Select your images**;
- 4) Add your text copy;
- 5) Select your ad placement;
- 6) **Target your audience**;
- 7) Fill out your account and campaign info;
- 8) Select your bidding preferences;
- 9) Place your order; and
- 10) Manage your ad

Let's go through these steps one by one.

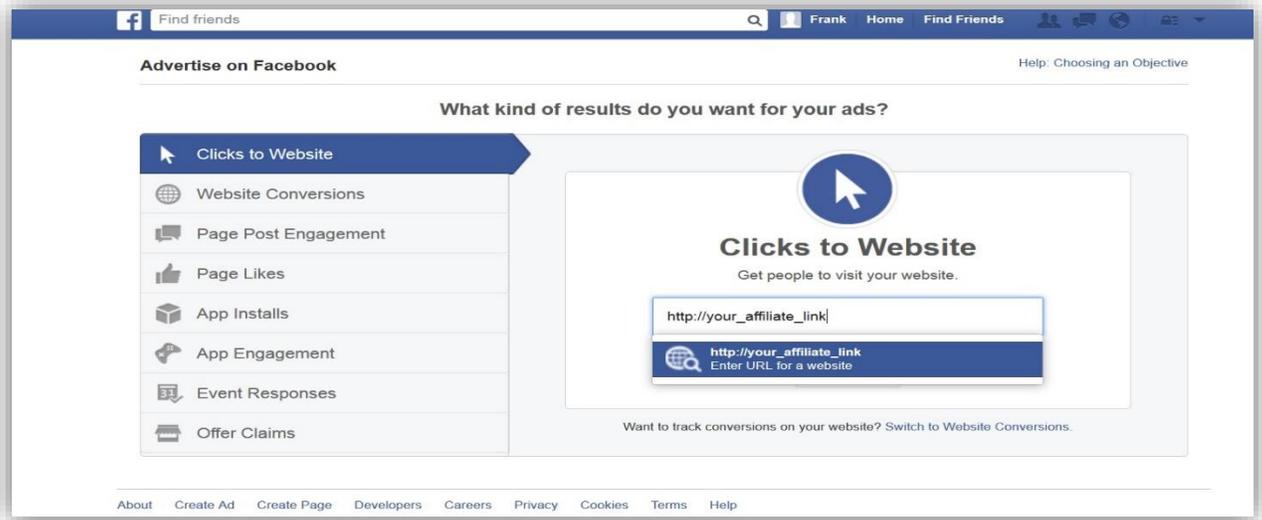
1. **Go to Create Ads page**: You can find this by clicking on the arrow in the top navigation menu. Select **Create Ads** from the dropdown menu.



2. **Select your ad type**: On the Create Ad page, you will be asked to choose from several types of ads. Since you are promoting Pay per Lead offers, you need to choose 'Clicks to Website' as your ad type.



You now need to add your affiliate link. Copy it from the Notepad or Word document where you saved it, and paste it in the space required.



**3. Choose your images:** The pictures you choose are **the second most important element** of a successful ad. (The most important factor is your target audience.) Facebook is a very visual site: from your own experience on Facebook, I'm sure you know that pictures are hugely popular. So if you want your ad to capture your audience's attention and make them click on it, you should choose your pictures very carefully.

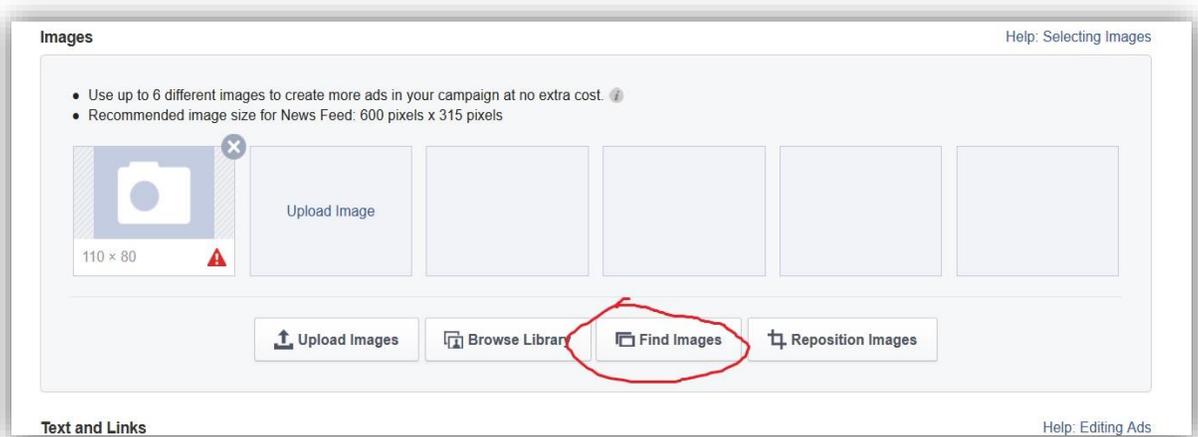
Pictures that do well usually are:

- Relevant to your message
- Eye-catching
- Cute

- Feature happy people
- Sometimes have shock factor

Many ‘experts’ advocate using sexy ladies with big boobs to promote any ad. I will not deny that this works, but I have found that a cute picture can work just as well.

To keep things simple for the purposes of this ad, let’s just use the **Find Images** option on the Create Ad page.



Choose up to 6 pictures to create multiple ads. Creating several ads at once gives you a chance to test which is performing the best, and then you can ramp that one up for maximum profits.

Let's say we choose to promote Gerber Life, we would be targeting parents of young children, so let's choose images that relate to the joy of parenthood. The following picture is a good example:



A mother holding her baby. What could be cuter?

Go ahead and pick 5 other cute pictures that you think would catch your audience's attention.

4. **Add your text copy:** The words you use in your ad should briefly show your audience what you're offering and tell them to act. A good rule of thumb is that your headline should be a question, and the rest of the ad should be the answer to the question.

For example:

Headline: *Isn't she cute?*

Ad: *Protect her with a GerberLife Grow-Up Plan for just pennies a day. Up to \$50,000 in coverage. Click to learn more*

Short and to the point, and it tells the reader exactly how to respond. They have to click to learn more, which is exactly what you want them to do. When they go on to the Gerber Life page, they have to enter their contact details to get more information from the company. That's all you want them to do, and you get your commission.

Use this example to write your own ad copy. Be sure to follow the word limit that Facebook sets, or your ad won't be approved.

5. **Select your ad placement:** Where do you want your ad to show? Ads are placed in 3 places: the newsfeed or timeline on desktop computers, the newsfeed/timeline of mobile devices, and the right-hand sidebar on desktop. You can choose for your ad to appear on any one or all three areas.

Generally, newsfeed ads have higher response rates than sidebar ads. However, my best advice is to test all three.

The simplest way to do this is to create 3 versions of the same ad (same picture, copy, targeting) and then let each one run in a different place. After a day or two, you will clearly see which is performing best for your ad. At that point, turn off the other ads and let your winning ad run.

6. **Target your audience**: Without doubt this is the most important part of creating an ad that converts prospects into customers. You have to find the people who are most likely to take up your offer.

Luckily, Facebook makes this easy to do.

Using the Gerber example again, you have to target the United States because this offer is for US residents.

Naturally, you want parents of young children so your age selection would be 21 to about 40. Alternatively, you can target grandparents, who also are likely to buy insurance for their grandkids. Let's stick with parents for now, though.

Open Facebook in another tab (don't close the tab you're using!) and use the search bar to look for pages or groups related to parenting. It's likely that new parents would be interested in pages such as "Parents Magazine", which has over 1 million likes.

You're not done yet.

Now you need to use the following search terms to get a list of other pages related to parenting:

**"Pages liked by people who like Parents Magazine"**

Write down as many of the results as you can, at least 5.

Now go back to the Create Ad page tab and type in your results under **Interests**. Here's a handy snapshot to give you some ideas:

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