

CPA SNIPER

**A simple and very clever marketing strategy
that makes me \$500+ per day**

Produced By *Allen Payne*
An IMPho.com Members Only Report

NOTE: This Report Is Now Part Of The IMPho.com Premium Membership!

Who Am I And Why Should You Listen To Me?

My name is Allen Payne, and I've been a full-time internet marketer for over a decade now. I started out online in 2002 and for the past several years, I've been making a full-time mid-6-figure income online, using methods that don't require a ton of experience, any kind of special skills or a huge budget to get started.

I've also authored 13 of my own information products and built a solid business that has earned me a passive income for over 5 years now.

I'm actively marketing in several niche markets including Make Money Online, Dating & Relationships, Health & Weight Loss and the main business models I'm concentrating my marketing efforts on are Affiliate Marketing, CPA Marketing, List Building & Email Marketing and Membership Sites.

But I didn't start out that way. I raised myself from being a waiter who made only a couple hundred dollars per week... to someone who earns more than both of my parents combined! And I did all that without being a native English speaker, nor having any previous marketing experience whatsoever.

Since 2011, I've helped 100's of people to build their own businesses and make real money on the internet, using the IMPho.com community portal and training center.

Join Our Elite Family Of Internet Marketers Today!

Because knowing what to do to get started is so important to your success right out of the gate you should do yourself a favor and join the **#1** fastest growing internet marketing training community - The IMPho.com Insider's Club!

 www.IMPho.com 

(if the link doesn't work, copy the url and paste it into your browser)

TERMS:

- [NO] Can be resold
- [YES] Can be given away
- [YES] Can be packaged
- [YES] Can be offered as a bonus
- [NO] Can sell private label rights
- [YES] Can be added to paid membership sites
- [NO] Can be edited or modified in any way
- [NO] Can be used as web content, e-Course or auto-responder
- [NO] Can be broken down into smaller articles
- [NO] Can be edited, revised or modified

INTRODUCTION

First it want to thank you for purchasing this guide. I am sure that you will not regret making this decision! In this guide, I'm going to explain you my personal system that makes me over \$500 in profit on a daily basis.

I dedicate this ebook to every person who puts every idea into Action...

*If you could not scale this method up to at least \$300/a day.....SLAP yourself.

GETTING ACCEPTED TO A CPA NETWORK

The first thing you have to do is to get a CPA Network account if you don't already have one. I personally recommend COPEAC, MarketLeverage, MaxBounty ,Clickbooth and Commission Junction. Here's great strategy that will help you get accepted to a CPA Network:

Call them immediately after you send the application or as soon as you can.Their numbers are usually on the front page.

When you call them say something along the lines of:

“Hi. I’ve just sent you my application and I would like to get my account accepted as soon as possible. I plan to start a campaign first thing tomorrow.”

They usually ask you some questions like:

Network: “How do you intend on promoting our offers?”

Your answer: “Well, currently I mainly use PPC, SEO, Video marketing and some Offline Promotion”

Network: “What offers are you particularly interested to promote?”

You: “I plan to promote zip and email submits. Some survey offers too.”

Now they usually ask you for a website. In this case you have to options. If you already have an established website give them that, but if you don’t then say that you plan to make one for every offer you will promote. You can also say that you use Offline Promotion.

That should get your account approved. Don’t go any further until you get a CPA account.

CPA NETWORKS

My favorite CPA Networks are:

Copeac.com
Marketleverage.com
Maxbounty.com
Clickbooth.com
CJ.com

Here are some more cpa networks for you to apply to:

WebSite	FineClicks
AdFish	FloppyBank
AdReporting	FluxAds
AdterActive	HydraMedia
AffiliateCop	LeadClick
Affiliateer	LeaderMarkets
AffiliateFuture	LeadHound
AffiliateWindow	LinkConnector
AzooogleAds	LinkShare
BulletAds	MaxBounty
CheckMyStats	ModernClick
ClickBooth	OffersQuest
ClixGalore	PaidOnResults
CommissionJunction	Performics
CommissionSoup	PrimaryAds
CPAEmpire	RevenueGateway
CPAJunction	RevenueLoop
CPAStorm	RexTopia
CyberBounty	RocketProfit
DarkBlue	ShareASale
eAdvertising	ShareResults
FiliNet	Turn2Offers

FINDING AN OFFER

For this method we are going to focus on one particular type of offers. You can however apply this method to other niches, offers or your own products as well.

With this method we are going to promote free trial cpa offers.

The best thing about this type of offers is:

- 1.The cost to customer is less than \$5 and they only need to pay for S&H .
- 2.The commission you get after this offers is more than the cost, preferably over \$20.

So,you have to look for a free trial offer that has a nice landing page, costs under \$5 and pays out more that the cost.

Here's a screenshot of the landing page of one of my free trial offer, so you know what they look like:

CAUTION! MUSCLE MIGHT IS A REVOLUTIONARY PRODUCT MEANT FOR THOSE LOOKING TO ACHIEVE THE RIPPED BODY OF THEIR DREAMS - LEGALLY. MUSCLE MIGHT DELIVERS RESULTS, NOT EMPTY PROMISES. **USE ONLY AS DIRECTED.**

MUSCLE MIGHT

THE #1 SELLING MUSCLE SUPPLEMENT

YOU COULD EARN \$1,000 JUST FOR TRYING MUSCLE MIGHT!
(Send us your results, if we use your pic, you get paid!)

#1 SELLING MUSCLE BUILDING SUPPLEMENT

GET TOTALLY RIPPED!

- Accelerate Muscle Growth
- Stronger Pumps & Muscle Fullness
- Energy, Endurance, and Power
- Boost Load Capacity
- MAXIMIZE MUSCLE PUMP!

MADE IN THE USA

Dramatically Increase **NITRIC OXIDE (NO)** Flow to Muscles

AS ADVERTISED ON: **Men's Health People CNN**

RUSH ME MY TRIAL

HURRY! ORDER NOW

GET THE RESULTS YOU'VE ALWAYS WANTED - LEGALLY!

Hollywood Actors and Star Athletes have their secrets for getting and staying ripped. Make Muscle Might yours!

WHERE TO SEND YOUR TRIAL ORDER?

First Name

Last Name

Address

Zip

City

State

Phone

Email

(For Shipping)

(We Respect your Privacy)

RUSH MY ORDER!

HURRY! ORDER NOW

PEOPLE ARE ORDERING AS WE SPEAK!

4,983

ORDERS PLACED

7/1/09 - current

VeriSign SECURED McAfee SECURE HACKER SAFE

It took me less than 30 seconds to find this offer on Copeac.This is the “perfect” offer to use with this method.The users only have to spend \$0.99 and guess how much I get paid when they do?

Image	Type	Name	Update	Start Date	Short Description	Exp	Payout	ID
	 	Muscle Might	Real	2010-01-06		2029-12-31	\$29.00/lead	5401

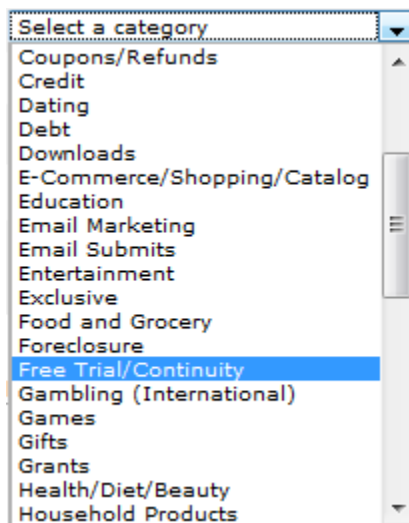
You saw it right!! The commission is \$29.

It is really easy to find this type of offers. Almost every network has them. Let's just take Copeac as an example because I really recommend this network. They are the best IMO!

Just log-in to Copeac.com and click on the "Campaigns" menu button. You will then be able to choose a category to sort the offers.

Just click on the "Biz Opp" category to see all the "business opportunity" offers. These are the offers you are going to promote using this method.

Here is another screenshot to see exactly what you have to do.



You'll see that every offer pays out a lot and most of them are exactly what you are looking for...

Image	Type	Name	Update	Start Date	Short Description	Exp	Payout
	 	'EXCLUSIVE' Cash At Home	Real	2009-11-13		2028-12-31	\$32.00/sale
	 	'EXCLUSIVE' Cash At Home - Lead	Real	2009-11-13		2028-12-31	\$32.00/lead
	 	'Exclusive' Google Endless Income	Real	2009-11-24		2029-12-31	\$32.00/sale
	 	'EXCLUSIVE' Google Fortune	Real	2009-09-23		2029-12-31	\$32.00/sale
	 	'Exclusive' Google Money Systems	Real	2009-11-24		2029-12-31	\$32.00/sale
	 	'EXCLUSIVE' Income Library Online - Lead	Real	2009-10-29		2029-12-03	\$32.00/lead
	 	'EXCLUSIVE' Income New Years - Lead	Real	2009-12-16		2029-12-31	\$31.50/lead
	 	'EXCLUSIVE' Internet Millionaire	Real	2009-10-15		2028-12-31	\$32.00/sale
	 	Dollars 4 Gold Canada	Real	2009-06-10		2028-10-16	\$11.25/lead
	 	eToro - Forex Trading	Real	2008-12-04		2028-11-12	\$105.00/sale
	 	Google Profit Club	Real	2009-12-04		2021-12-31	\$32.00/sale
	 	Google Profits	Real	2009-02-26		2028-11-11	\$32.00/sale
	 	Google Profits - Lead	Real	2009-02-26		2028-11-11	\$32.00/lead
	 	Google Profusion	Real	2009-12-18		2029-12-31	\$32.00/lead
	 	Home Based Business	Real	2009-11-16		2029-12-31	\$38.50/sale
	 	Internet Cash System for Moms	Real	2009-09-16		2029-12-31	\$1.50/lead
	 	Money 4 Gold UK	Real	2009-06-10		2029-12-31	\$13.30/lead
	 	OvernightPrints - Business Cards	Real	2008-08-07		2027-12-31	\$10.50/sale

And this is only a small part of the list and it's only on one cpa network. As far as I know there are already more than 500 cpa networks.

THE METHOD

What you need to do is to create a simple, informative landing page and then start driving traffic to it. Does it sound too simple? Actually it is that simple. I've already made the website template for you so you only have to edit it.

Anyways, here's the breakdown of this method:

1. Find a niche – Pay attention to niches that have problems that need solving. As an example in this ebook I've used the "body-building" niche .(see template)
2. Find a free trial CPA Offer – I've already explained this above. Make sure you choose an offer that has an attractive sales page, good images, bullet points, etc.
3. Buy a related domain.
4. Create the landing page (use the already made template) – Post an helpful, informative article on the template. For example, if decide to go with the body-building niche, then make a similar article to the one on the template.
5. Driving traffic to your website – I've included in this guide 9 techniques to get traffic to your website.
6. Rinse and repeat – You can start all over in another niche, or keep repeating the traffic methods below to drive more traffic to your landing page.


Once you found a niche and a trial cpa offer go purchase a domain name related to the niche you chose.

Next, open the template provided with a html editor like Macromedia Dreamweaver and replace every link on the template with the link to your Trial CPA Offer.

Once you've done that upload the template on your server through ftp. You should already know how to do this so I'm not going to explain it.

YourSite.com

Home
Weather
Sports
Features
Local News
Politics
Health
Financial
Technology



Accelerate Muscle Growth

Stronger Pumps & Muscle Fullness

Energy, Endurance, and Power

Boost Load Capacity

MAXIMIZE MUSCLE PUMP!

I, the author and sole updater of this website, tested the newest muscle supplement, Muscle Might. I monitored my weight throughout the four week period and determined that this new supplement along with regular workout at a gym, is the best of the market. My results are real!

Muscle Might also improved my skin tone, immunity, mood, sleep patterns, and energy levels.

Step 1:
Get [Muscle Might](#)
(Only pay the \$0.99 for S&H)

Step 2:

Build Muscle Mass Naturally

- Fast acting muscle enhancer
- L-Arginine works naturally to bulk you up
- Be proud of your new RIPPED body!

Works To Make You Stronger

- Increases nitrous oxide (NO2) flow
- Delivers more oxygen to the muscles
- More oxygen = more muscle growth


Simple Addition To Your Workout Routine

- Just take Muscle Might as directed, the harder you train the more you win.
- Feel good while your body improves itself using its natural chemistry
- Safer, easier, and MORE EFFECTIVE than other supplements!

Exclusive

Exposed: Muscle Might - Miracle Supplement or Scam?

AS SEEN ON:




Many sites talk about the newest muscle supplement, Muscle Might!

Does it really work?


The main ingredient in this product is L-arginine. This amino acid is of great importance in wound healing, vasodilation and of course body building. Let us see how it works. L-arginine triggers the production and accumulation of nitric oxide in the muscle cells. This in turn causes dilation of blood vessels. Dilated blood vessels mean that more blood can flow and subsequently, oxygen supply to the muscle cells increases.

You get increased energy to work out and you build muscles easily.

Benefits Of Using Muscle Might

There are several benefits to using this product in your daily life. With it, amazing results are easily achieved! Some of the benefits include:

- Builds muscle tone and definition
- Easy to include in your daily diet
- NOT harmful, dangerous, or risky
- Completely safe to use
- NOT a steroid
- 98.32% Success Ratio - It really works!



Ads by Google

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You are probably not excited yet since you don't know how you will promote your website. Let's get straight to the point. **How do you drive traffic to your website?**

Method 1

Firstly , I use PPC and I focus only on AdWords. I have multiple landing pages in different niches. The “body-building” niche works best for me,that’s why I provided you this template.The great thing about the PPC traffic is that you can control it and scale it. There are many keywords you can target in this niche.

So what you have to do is to create a campaign for your website and start to do some testing to determine how much each visitor is worth to you.How will you do this?

Once you’ve started your campaign, just multiply the conversion rate times the amount of your commission.

So if your conversion rate is **4%** and the commission you get from the affiliate is **\$29... .**

$$0,04 \times 29 = 1.16$$

Each visitor is worth \$1.16 to you. Set your Google Adwords CPC at **\$.50** and you're making an average of **\$.66 per visitor** to your website.

Get a thousand unique visitors a day and you will make $.66 \times 1,000 = \textbf{\$660 a day}$. That’s pretty good for just 20 minutes of testing!

It’s just simple math. :-)

By the way, keep testing with different headlines, different offers over and over until your conversion rates are at **5%** or **10%** .

Creating Your Ads

For me,this is the fun part. There are 2 techniques that I use to get higher click-through rates and get targeted traffic to my websites.

1.The “Proof” Trick

What you need to do is to make your ad headline saying something along the lines of:

“Thousands of other people can't be lying, Muscle Might does work”

2. The “Psychological” trick

For example: “Do you have a ripped body? If not, Muscle Might is the answer to your problem”

It asks them a question referring to their problem and not only qualifies the lead (meaning more conversions) but increases ctr.

Taken together, those 2 strategies will get you clicks and conversions. Be creative.

Method 2

This is my favorite traffic source. If done right, this method will get you instant, targeted traffic to your site very fast. We'll use Google Groups to get the traffic.

On Google Groups there is a group about anything so your options are endless.It's very easy to find a google group for your niche.

Just go to <http://groups.google.com> and search for “body building” .After that click on the “Groups matching body building” link and you will see the exact amount of groups in this niche as well as their activity.

You would think that the more members there are the more sales you would make. I have found this to be false. Why?

The more members there are, the more activity it will be and your posts will go down faster and people won't see them. The result = Less traffic to your website.

So what's the solution?

Choose groups with max 500 members. Those work best for me.

The beauty of using groups is that every single one is targeted for your chosen niche, so this will provide you with highly targeted traffic.

Also, Google only allows 15 posts per gmail account a day. This is more than enough because if you post to 15 groups that have around 500 members in them, then that is 7,500 potential targeted visitors.

Making your post.

All you want is to get traffic to your landing page, but at the same time you don't want to look like you're selling or promoting anything.

The posts that work best are the ones in which you ask for their help or opinion:

For example, " Muscle Might – did it work for you? "

<http://yourwebsitelink.com>

OR

"Muscle Might – Is there anyone who can post a review?

<http://yourwebsitelink.com>

OR

Like the title of the article in the template:

“Muscle Might – Miracle Supplement or Scam?”

Posting to Google groups takes very little time – making fifteen posts shouldn't take you very long at all. I usually just make one quick post, and then copy and paste it to the rest of the groups I chose to target.

Method 3

Article Marketing

Article marketing is one of oldest yet most proven ways of getting traffic to your site.

Why? Because once your articles are up they will generate you passive leads.

You can target a different long tail keyword with each one. Not only that but it is also very cheap, or free if you're going to write them yourself.

The articles should be written in a way that would lead the visitors to find out more information by going to your site. They should also be keyword optimized for SEO purposes.

If you don't want to write the articles yourself, then you can easily find somebody else to get this done. Most articles can be outsourced for \$3-\$5 per article, and most article writers can do this for you as long as you provide them the keywords to target.

To find article directories to submit to, you can type in “article directory” into Google and you'll find a whole bunch of them. Goarticles and Ezinearticles are the main

directories to submit to. You can also outsource someone to find all the main article directories and submit articles for you for an extra \$30-\$50.

You will need about 20 articles in the beginning. Then see where this leads first, and scale them up from there based on your budget versus profit, and how much traffic you want to generate.

Method 4

Forum Marketing

A really great avenue for targeted leads is niche forums. Forums tend to revolve around a specific topic so there are always going to be some forums out there that consist of your target demographic for a specific CPA Offer.

Go to Big-boards.com and find forums related to your niche..This is a really great resource if you want to know which are the biggest forum boards.

Now once you join a forum that matches your offer topic you simply look for popular threads to join the discussion and participate. No selling, let your signature with your offer linked to it do the job. Your signature would say something like,

“Muscle Might – Miracle Supplement or Scam?...[\(Link to your site\)](#)”

or if your niche is weight loss and you promote a weight loss product, then make your signature say smth like

“I just found the easiest way to lose weight! Tested and working....[\(Link to your site\)](#)”.

This technique works best with niches like: weight loss, body building, Viagra, babies etc...

Only post in threads that are very active/highly viewed. Always make your posts relevant and never lead them to your signature – this will insure that your posts stick for long periods of time..

What I like to do is check the latest news headlines and use it to capture attention while blending in with the forum topic. Choose the most popular threads and make a post related to the topic. People will see your post and signature and therefore, more traffic.

Now if you want to scale it up you can make a deal with the forum owner to give you a “sticky post” that way your post is always showing at the top of the forums.

Method 5

Pay Per View Traffic

PPV stands for Pay-Per-View. They work in a much similar way to PPC. Advertisers such as you target specific keywords. Whenever a user with the right software installed on their computer (this type of software is called adware) searches for that keyword on a search engine, your ad pops-up and your site is shown. You can also target specific URLs so that when a user with adware on their computer goes to that certain site, your ad will also pop-up.

The other main difference is that it costs a penny – a few cents and the cost is based on per view rather than per click. This means that you're charged up to a penny whenever your ad or site pop-ups on a user's computer. This is a great alternative to PPC since it's much cheaper, and there are no quality score rules to deal with. The only thing is that conversions will be lower, so be sure to track accurately using these tools.

Here are a few good PPV networks to start with:

<http://www.clicksor.com>

<http://www.addonnetwork.com>

<http://www.mediatraffic.com>

<http://www.trafficvance.com>

When building your list of keywords for your PPV campaign, you can use the same tools used for PPC keyword research.

Method 6

Twitter is a huge source of traffic. With thousands upon thousands of accounts made daily, there's a lot of fresh traffic here.

Twitter is also easy to squeeze traffic from, usually it's as easy as saying you've made a new site, you'll get around 30 people rushing to it out of every 100 that are following you.

Make a couple of posts, twitter is all about interaction and this is important, people have to want to follow you, so contribute, start conversations, give your followers links you think they'll like. When you've done this for a little while, send them to your website.

Example:

"Do you have a ripped body? If not, Muscle Might is the answer to your problem.

Learn more here "<http://yoursite.com>"

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