

CPA *Overload*

May 4, 2011

Completed

\$820.54 USD

To your success,

By: Howie Murphy

Preface: What to Expect

This is the simplest way to explain it. For every \$1 you put into this system, you WILL at least double it.

Personally, I make \$2.8 dollars for every dollar I put into it. You can make \$1.8, or even \$3.5, just depending on what you choose, as I will get to later.

Q. Is this method ILLEGAL, BLUEFART, or BLACKHAT?

A. As long as you find the right person to use, which isn't hard, No! It's 100% Legal, Whitehat, and unbannable by the CPA networks.

Now let's get started!

What You'll Need...

I'm going to tell you everything you need to get started, and then I'll tell you what I personally used when I started.

- A CPA (Click Per Action) network account. (If you don't have one, please [click here](#).)
- Minimum of \$10
- 20 minutes to set this up
- A Paypal account

Now when I started, I had 50 dollars in my Paypal, a CPA account, and 0 ideas on how to market the ads that the CPA networks provide you. I had no website (well, not one that was doing *well*), no 100,000 followers on Twitter, no Facebook fan page or group. I was just like you probably are right now if you're new to Internet marketing. Then I had an *idea*...

Part 1 – What you're going to be doing!

I am literally going to give you a step by step guide on how to do this. No empty hopes, I am going to tell you what I do
PERSONALLY!

Here we go.

Ok, have you seen those pages that offer free iPads, iPhones, Tickets to 6 flags, etc. Of course you have!

CPA networks offer you \$1.20 – \$1.80 just to get people to put in their email address/zip code in those pesky little websites. Perhaps when you were an internet newbie, you entered your email into one of those things. Someone made money off of you more than likely.

But advertising done incorrectly is not cost effective, it is time consuming, and not fun.

We are going to outsource the advertising to people overseas (India, Bangladesh, Pakistan). If you don't know what outsourcing is, it is when you get someone to do the work for you.

We will pay people less than ½ of what we receive from the CPA networks. So if you give them \$10, you will make around \$26, depending on which offer you choose.

I know you're asking "HOW!". That's what we'll get to next!

So ok guys, are you ready? Then let's do this!

Part 2.1 – Getting Your Ads in Order

1. Go to a CPA network and apply for a PUBLISHER account. I recommend Peerfly. They accept newbies, and I was accepted in less than 12 hours. ([Click Here To Register](#))

The screenshot shows the PeerFly website interface. At the top, there's a navigation bar with links: home, publishers, rewards, advertisers, faq, contact, and blog. A toll-free number 1-888-4004-FLY is displayed in the top right. The main content area is divided into three sections: Publishers, Advertisers, and Publisher Signup. The Publishers section lists benefits like guaranteed meet or beat payouts, 5% lifetime referral commissions, and 100% Tracking202 compatibility. The Advertisers section lists benefits like complete tracking solutions, secure anti-fraud services, and 100% US CAN-SPAM compliance. The Publisher Signup section is a form with fields for First Name, Last Name, Email, Password, Password Again, Address, Address Cont'd, City, State/Province, Zip/Postal, Country (set to United States), and Captcha Code (hy5m). A checkbox for agreeing to TOS and Privacy is also present, along with a 'continue >>' button. A red box highlights the Publisher Signup form. A red arrow points from the 'Advertisers' section to the 'Publisher Signup' form. A red box highlights the 'Welcome to the PeerFly Affiliate Network' section, which includes a description of the network and a list of partner brands like stamps.com, combidz, ebay, netflix, dish, cellfish, proactiv, flycell, video professor, discover, the shops, colopure, music, true, acai, and gamefly.

PeerFly call us toll free anytime at 1-888-4004-FLY

home publishers rewards advertisers faq contact blog

Publishers

- » Guaranteed meet or beat payouts!
- » 5% lifetime referral commissions!
- » 100% Tracking202 compatible!

Advertisers

- » Complete tracking solutions!
- » Secure anti-fraud services!
- » 100% US CAN-SPAM compliant!

Welcome to the PeerFly Affiliate Network

PeerFly is a one-of-a-kind cost-per-action based affiliate ad network. Unlike other affiliate networks, our system is custom built from the ground up so we don't depend on unreliable hosted mechanics. We're currently accepting publishers from all countries, in any vertical. If you're here as a publisher you can start the registration process on the form to the right. Advertisers, check out our [advertisers](#) page.

With **thousands** of publishers, **1208** active campaigns, and **millions** of clicks served: PeerFly is quickly becoming the choice for both publishers and advertisers alike. With an overall network conversion rate of **8-15%** and **high EPC's** it really doesn't take a genius to see how we differ from our competition! Wait no further and join PeerFly NOW!

Publisher Signup









First Name
Last Name
Email
Password
Password Again
Address
Address Cont'd
City
State/Province
Zip/Postal
Country: United States
Captcha Code: hy5m

☐ I agree to the [TOS](#) and [Privacy](#)

continue >>

2. Enter all truthful information. Once accepted to Peerfly (or any CPA network), go to step 3.
3. Find 1-5 offers that have a 4%+ conversion rate by clicking "Publishers" then clicking "All Offers" Then sort the list by clicking "CR" on the right of the screen.

4. Find an offer that pays \$1.2 - \$1.6 and click on it.

3076	iPad 2 with Smart Cover 	\$1.60	\$0.21	12.39%
	Get your hands on The New iPad 2 + Smart Cover, at no cost to you! ...			
2945	Victoria's Secret (Premium) Short Form 	\$2.75	\$0.35	12.00%
	Participate to receive a free \$500 gift card to Victoria Secret! ...			
3145	Free iPad 2 (Color Choice) NEW 	\$1.40	\$0.17	11.83%
	Get a free iPad 2 in your choice of color!			
1566	Walmart \$1,000  ← Good Example	\$1.20	\$0.15	11.76%
	Go Shopping today at Wal-Mart Stores with your free \$1,000 Gift Card! ...			
2285	Free Restaurant Coupons 	\$1.30	\$0.17	11.69%
	Join Today and Get Printable Restaurant Coupons to hundreds of Top ...			
3120	Apple iPad 2 32GB and Apple Gift Card - Registration NEW 	\$2.25	\$0.26	10.99%
	Win the new Apple iPad 2 with a \$250 apple gift card!			
2777	Test&Keep Nikon D7000 - Email Only 	\$1.30	\$0.15	10.97%
	This high resolution 16.2 MP camera will be sure to catch all of your ...			
2455	ToysRus Gift Card - Social Only 	\$1.30	\$0.15	10.94%
	Get a \$1000 Toys R Us gift card today! Offer converts on simple ...			

5. Make sure you read the specifications and requirements.

It MUST say brokering is allowed. Also, in the red area, if it says “Email Only” then I never do it. Make sure you know what your offer allows, and make sure to tell whomever gets the job to advertise the advertisements according to the specifications.

Walmart \$1,000 (1566)

Details: Go Shopping today at Wal-Mart Stores with your free \$1,000 Gift Card!

This offer converts on simple first page email submit.

Good

Allowed Marketing: Search PPC ☐, Social PPC ☐, E-mail ☐, Banner Display ☐, PPV/CPV ☐, Contextual ☐, Brokering ☐

Allowed Countries: United States

Restricted Marketing: NO Incent ☐, NO Craigslist ☐, NO Twitter ☐, NO Co-Registration ☐

E-mail Compliance: Ensure all emails are [CAN SPAM](#) compliant, always use the suppression file for weeding out unsubscribed users, do not modify the unsubscribe/opt-out information, download all e-mail creative images to your server and mask all links.

Test&Keep Nikon D7000 - Email Only (2777)

Details: This high resolution 16.2 MP camera will be sure to catch all of your unforgettable moments. Sign up to test one today!

This offer converts upon simple email submit.

Allowed Marketing: E-mail ☐, PPV/CPV ☐, Brokering ☐

Allowed Countries: United States

Restricted Marketing: NO Incent ☐, NO Craigslist ☐, NO Twitter ☐, NO Search PPC ☐, NO Social PPC ☐, NO Co-Registration ☐, NO Banner Display ☐, NO Contextual ☐

E-mail Compliance: Ensure all emails are [CAN SPAM](#) compliant, always use the suppression file for weeding out unsubscribed users, do not modify the unsubscribe/opt-out information, download all e-mail creative images to your server and mask all links.

Other Restrictions: This link is for email traffic only. **BAD**

Find a few of these and save the links that are below them in notepad.

\$1000 Walmart Gift Card V2 (3148)

Details: You could win a free \$1000 WalMart gift card!

Allowed Marketing: Search PPC [?], Social PPC [?], E-mail [?], Banner Display [?], PPV/CPV [?], Contextual [?], Brokering [?]
Allowed Countries: United States

Restricted Marketing: NO Incent [?], NO Craigslist [?], NO Twitter [?]

View Landing Page	Category	Value	EPC	CR	Type	Reports
\$1000 Walmart Gift Card V2	E-mail & Zip Submits	\$ 1.30	\$0.12	8.51%	Lead	Realtime

Links

Tools

Choose Tracking Domain [?]

peerfly.com [?]

SubID's [?]

Short Link [?]

<http://peerfly.com/x/0/3148>

Long Link [?]

<http://peerfly.com/click.php?img=0&id=3148&pf=&subid=&subid2=&subid3=>

Got it? Great! On to the next step!

Part 2.2 – Outsourcing

Just so you know, this step will take patience. It took me 24 hours to get my first outsourcer, and didn't find my two *Golden* outsourcers for another 24 hours.

1. Goto www.freelancer.com or www.odesk.com and register. Freelancer is free to register, and oDesk likes a refundable \$10 to make sure you're legit.

On oDesk it's free to post job offers, and on Freelancer they charge a refundable \$5 for every job post. But they do offer a free post to newbies.

So take your pick. =P

TIP I found my 2 golden outsourcers on Freelancer

2. Once signed up, post a job offer. You can use this format or make it your own.

Title: Need xxx CPA leads a week.

Budget: \$30-\$250 USD (Freelancer Only)

Description:

Please, experienced providers ONLY.

I am looking to expand my business in CPA marketing.

I have access to a database of lead generation; zip and email submit offers that need filling!

You may start Instantly

If things go well, I will look into hiring you FULL-TIME as well as increase your workload.

Can you send xxx+ leads per week? If so, you are the one suitable for the job.

I have everything you need. Just bring the leads.

I will pay you \$0.50 for every lead.

LEADS MUST BE QUALITY, 100% USA TRAFFIC AND REAL. NOT BOGUS.

In other words...

*NO You can't hire other people to fill them for you.

*NO Don't get your friends to sign up.

*NO Rotating IP addresses.

*NO Fake Emails.

*NO Fake Zip Codes.

*NO Duplicates sign ups.

*NO Fraudulent sign ups.

*NO Automated Methods.

*NO Cookie Cleaners.

*NO Black Hat.

*NO Use of proxy servers.

*NO Craigslist.

*NO Auto Bots or Software.

*ONLY quality sign-ups

*ONLY unique and confirmed E-mail Addresses and Zip Codes

*ONLY unique and confirmed IP addresses

*ONLY 100% USA Traffic

HOW YOU'LL BE PAID:

All payments are processed instantly via PayPal.

For your first payment, you will be paid within 3 weeks. This is for the FIRST job. After, if things go well, you will be hired on, for full-time work. Required to generate more leads and you will be paid WEEKLY.

For approval process, please bid, and provide your method in which leads will be generated. You don't need to go into details, but I need to be sure my network will not flag me down for fraudulent leads!!! (This will also mean you get fired, with NO PAY.)

I repeat, if you fail to adhere to these important points, you will be terminated from service and payment will be withheld.

If you accept and understand these terms, in your pm you must state that you agree to the terms listed in the job posting along with any other information you want to provide.

Final instructions will be provided before you get hired.

Thank you.

**Now post it! Within 30 minutes – an hour or so, It will be public.
And play the waiting game....**

**And if you can tell, there are a few other people posting these
jobs. (Type “CPA” into search box) But there are a LOT of
qualified people to do these jobs. So saturation is not an issue.
(And won't be for a while)**

3. Get your first bid or offer! Mine took about 2 hours to get.
And DON'T worry. You will get one soon.

Part 2.3 – Make A Deal!

Remember, most of the people that offer to do this job for you do not speak English very well. So keep your cool, and explain everything to them very simply.

How you seal the deal is entirely up to you. But to give you an idea, this is an almost word for word of the VERY FIRST conversation I have had.

So don't hate too much on how much of a newbie I sounded like, I was new. Also, all grammatical errors and punctuation errors are directly copied from the conversation. Enjoy!

Him: Dear sir , I am really interested for your project . Please check my reviews on this kind of project .I can easily do this project for you . Please consider me for this project .I am looking forward to serve you quality service . Please ahead our communication .

Thanks

Me: Ok, So the offer link, I want about a 5-15% conversion rate.
And all leads are real people from the USA?

Thanks

Him: yes I will supply you below 20% conversion rate & I will serve you those info on the free offers . All real usa people.

Me: How much would it cost a day?

Him: I can start with \$30 per day for 60 emails leads daily for next few days .
Thanks

Me: \$30, and you will make 60 conversions?

email, name, zip code, phone number?

Him: Yes. Ok give me \$20 for 40 leads for tomorrow . I will serve you more than 40 conversion for you within next 24 hours .

Him: give me yours offers links or landing page for your offers .

Me: <offer links> Ok, I sent you the \$20, please start as soon as you can

Him: ok Thanks sir . I will serve you 40 leads within next 24 hours .
Thanks

Me: Thanks.

So there you go. It's simple, not much trouble; I got my 40 quality leads in less than 24 hours, and made \$62!

Initially, I tested about 6 people, paying each \$10 to test their services (except for the \$20 I have the person above) and they all delivered, but 2 delivered better than others, and had better communication.

Deciding who is reliable and fit for the job and won't scam you is up to you, but you can follow this checklist if you're not sure.

- Have they been on the site long?
- Do they have good job ratings, if any at all?

- Will they work before being paid? (I only do this for people with no rating)

Part 3 – Becoming Settled

Now the first few days may seem chaotic. Keeping up with everyone you hire, tracking their progress.

But pick a couple that work very well and use them permanently.

That's about it for the main course, but here are some tips that might help!

- For every person you hire, GIVE THEM A DIFFERENT OFFER LINK! I can't express how important that is. I messed up and gave 2 people the same 3 links I wanted leads to. I didn't know who was actually doing the most.
- Never give someone with no rating an upfront payment. EVER!!!!!!!!!!!!!!
- Make sure the methods your employee is using do not conflict with the TOS of your CPA network, or the specific ad your advertising.

Ok, time so see what you've accomplished.

CHECKLIST!

I have.....

- ☐ Read this guide thoroughly.
- ☐ Understood this guide.
- ☐ Made some MONEY!!

Questions or concerns? Contact me at
HowieMurphy00@gmail.com

Boring Legal Stuff....

This document is protected under the US Copyright Act of 1976.

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CPA Overload

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