



# *THE* **CPA ILLUMINATI**

**GETTING INTO THE  
INNER CIRCLE OF  
COST-PER-ACTION  
MILLIONAIRES**

**The CPA Illuminati**  
**Getting Into the Inner Circle of Cost-Per-Action Millionaires**

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# Foreword

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The Internet has significantly transformed how people conduct businesses and even those who want to earn additional income. But apart from just earning meager income through various online opportunities, it is actually possible for you to earn a huge sum.

Yes, you heard it right. You can definitely earn a lot especially if you know which specific marketing business opportunities are profitable. It all starts with knowing how these online marketing opportunities work.

Once you know how the whole thing works and once you can come up with your own techniques and strategies, you can start reaping the benefits of your hard work. You can make a lot of money with this kind of business. The nice thing about online marketing opportunities is that even if you are at home, you can still earn money.

We will find out about CPA here.

# Chapter 1

## Introduction

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### **How to Become a Millionaire**

When you read various articles and other information on the Internet, you might have heard of several people claiming that they become millionaires through these marketing business opportunities by making use of certain tools and techniques.

At first, you might think that this is impossible. But when everyone else is already starting to make lots of money with these marketing business programs, you can also take your part. You can start by searching for various online marketing programs and how they work. Weigh your options and choose which specific marketing business opportunities can give you better chances of earning more.

### **Knowing More About Marketing**

The very first step for you to take advantage of the growing business opportunities in marketing programs is for you to know the different types of marketing. All companies both small and even huge business enterprises would spend a lot just to come up with effective marketing strategies that would boost their sales. Every year, business enterprises allot a certain percentage of their annual marketing budget. As such, this is one lucrative business that you can explore.

## **CPA Marketing**

Among the different types of marketing, CPA which stands for Cost Per Action is now making big headlines especially among people who really want to make it big in the online industry. In various discussion forums, you'll come across online marketers who are able to generate a huge sum through the CPA.

With this type of marketing, you get to generate leads for different companies and these companies will make payments for every lead you generate.

## **How Much Can You Earn**

This CPA is highly profitable. But the money that you can get from this marketing program will still depend on the techniques and strategies that you are going to use. The payment for every lead that you generate will differ every day. But on the average, you can earn about \$1 to \$6 per lead. This amount can still vary depending on the offer.

There are markets that can yield you higher profits. For instance, insurance market enables you to get \$20 per lead. However, in order for you to penetrate these highly competitive markets, you also need to invest. For novices, this might not be a feasible option.

## Chapter 2:

# What is CPA Marketing?

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CPA is short for Cost Per Action. This is a type of marketing where you can earn by generating leads for different companies. For every lead that you generate, you can earn money. The basic idea here is for you to generate traffic from different sources. Through an offer which is usually a free trial or gift, clients fill out certain information. In order for you to get the payment for that lead, the customers have to reach that state where they will provide the information needed by the company. You can then get the payment. It is very simple.

### **Actual Earnings**

Actual earnings will differ from one to another depending on the offer. Usually, marketers earn one dollar up to six dollars. But if you can penetrate the competitive markets, it is possible for you to earn as much as \$22 dollars per lead. Competitive markets like insurance market can definitely yield you this amount per lead.



## **How to do it?**

To get started with CPA marketing, you need to go through several stages. Although the process of earning money is easy, you still have to exert some effort for you to finally reach your target and goals.

First, you need to sign up with an affiliate network. It is important that you sign up as an affiliate or also known as publisher. You need to sign up with an affiliate network since you will be publishing ads on sites and search engines.

The next thing that you should consider is the method that you will utilize in order to drive traffic. There are several methods that you can use like ClickBooth, Commission Junction, NeverBlue, Copeac, etc.

Third, you need to get affiliate links. Last, you need to drive traffic to those links.

## **How to Drive Traffic**

The third and the fourth stage for you to finally get started with CPA marketing would require you to use certain strategies to drive traffic.

There are several ways for you to do it.

For one, you can buy links or even channels on YouTube. With these videos, you can add a link in the video description which viewers can click and see.

Social networking platforms are also very effective. One of the best methods that you can try is through Facebook groups. You can create Facebook groups where you can come up with catchy titles. By coming up with catchy titles, you can entice users to click the ad. Apart from Facebook groups, you can also use Facebook ads.

Blogs can also be really useful. For example, you might want to have blogs which review different offers of a particular niche. Through these blogs, you can add links to the offers.

## **Familiarize Yourself with CPA**

But before you delve into the specific details of CPA marketing, it is important that you familiarize yourself with CPA network and the different offers. In that way, you can search for other useful and effective strategies that will enable you to create your own techniques and make it big.

# Chapter 3:

## The Categories of CPA Marketing

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If you have just started CPA marketing, it is essential that you know the different types of offers available. The type of offer that you will use will also enable you to focus on your keyword research. Knowing the different types of CPA marketing helps you explore other options that will yield you higher income and better leads.

### **Zip Code Lead Captures**

When you come across a website, you'll notice that there are ads where you can have a free gift card or where you can win different items. The viewers just have to submit their zip code to get the necessary information about product. This type of marketing is known as the zip code lead capture. The basic idea here is you will entice viewers and online users through offering a free gift card or other items.

These offers are not dishonest. In fact, these prizes are real. The only thing is that there is a catch. Before you can claim the prize, you need to sign up first. The offer will vary. In some cases, users might have to purchase or they may have to sign up for a certain membership. This type of marketing can offer you around one dollar per lead.

## **Email Lead Captures**

Another type of CPA marketing that is the easiest option would be the email lead captures. However, this has the lowest offer which is \$1.20 per lead.

The email lead captures works the same as the zip code lead captures. The only thing is that this type of marketing might be difficult to entice people to sign up and finally fill out the form. Your success will just depend on the readers or online users that you will target.

## **Lead Generation**

Lead generation is a bit different from the previous types of marketing. Instead of just getting the email address, there is a need to have other details like the complete name, address or even contact details. Since this type of marketing would require more information, you can expect that the payout is also higher. You can get as much as \$8 to \$20 per lead.

## **Free Trial Offers**

Free trial offers can work perfectly for niches like weight loss, natural products, skin care and a whole lot more. If you have a blog that has essential information on a particular niche, you can eventually get

readers and build connection with viewers. Your blog will serve as an avenue where you can promote your offer.

## **Sales Conversions**

Sales conversions can be combined with lead generation. When you get the required information, you can get your commission. But if the person makes his/her purchase then you can definitely get a higher payout. High end products would suit this type of marketing. In fact, you can generate as much as \$60 up to \$300 depending on the offer. These methods might be easy. But then, you still have to exert effort and you need to be creative in order to entice people to view the ad and sign up.

## Chapter 4:

# What to Consider When Joining a CPA?

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With the promise of yielding you profit based on the leads that you can generate, without a doubt CPA marketing is one of the most popular marketing programs out there. No wonder there are also several CPA networks. But apart from using certain tools, techniques and strategies, you need to consider some factors when joining a CPA network. Each and every network has different offers. Before you can finally start with CPA marketing, you have to join a CPA.

Contrary to what other people, this is different from joining a market affiliating program. A simple marketing affiliating program is easy and implement automatic acceptance. But CPA network is very much different. There is quality that has to be considered especially among affiliates. This is basically one of the reasons why it is more difficult to join a CPA network. You really have to work hard and implement your business plans.

### **Choosing the Networks**

The very first thing that you should consider is the network. You might want to choose among several networks. There are several choices of networks available. If you really want to be successful in

your business venture, choosing the right network is an important aspect. Of course, we are not talking about one network here. You can choose among various collections of networks.

## **Know the Offers**

Your target is to get the best offers and to generate more profit. It can only be possible if you can sign up for the best CPA networks that would help you carry out your goals. In this aspect, it is not easy since there are several options available. Make sure that when you fill in submission forms, be honest with your answers. Network managers will assess your capacity in this business. Be enthusiastic and come up with effective strategies that would impress them. When you have business plans, you can definitely get into the best CPA networks without any difficulty.

Always keep in mind that in order for you to make the most of CPA marketing, you need to find the most suitable network for you. What is important is that you search for networks that can provide the best offers and higher payouts per lead.

## **Network Information**

Gather enough information on these CPA networks for you to assess the different features. Just choose the networks that would suit you

best. When there are just too many options to choose from, it helps if you get to have some information and details about the different CPA networks.

## **Explore Other Options**

But if ever you encounter some problems in getting into your preferred CPA networks, you can start by working with the networks you were able to get in. While you are working with these networks, you can gain experience and you can further work on your strategies and techniques to generate more leads. Once you start gaining experience, you can drive more traffic and generate more leads. When that time comes, you will no longer have any problem in getting into top CPA networks.



# Chapter 5:

## Promotional Methods for Using CPA

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Generating earnings on the Internet would still require you to use certain promotional methods. If you intend to push through with CPA marketing, you have to create your own strategies and use effective methods. CPA Marketing is the most effective means for you to profit online. Compare to other marketing opportunities like internet affiliate marketing, forex buying and selling, etc., CPA Marketing can yield you higher returns.

Once you are already starting with CPA marketing, you need to get to know more about the different CPA offers and ways for to finally start promoting the offers. Since there are several options when it comes to CPA offers, you need to carefully choose which specific offers suit you best. Keep in mind that CPA offers vary when it comes to pay out range. You can only succeed as an expert marketer if you know how to implement effective strategies that can produce optimal results.

### **Article Marketing**

Among the different methods for you to begin your CPA marketing campaign, article marketing is considered to be one of the most popular methods. With this method, you need to create original articles that have catchy titles. You use the articles to attract readers

and viewers who can then be potential clients. In doing this method, you have to use your writing skills. To entice your readers, you need to be more creative especially in providing quality information and details.

Once you have the articles, you can just submit these articles to various article directories. There are free online article directories if you do not want to put out the money. But there are also premium article directories. You can put your website link at the last part of the article.

### **Create Your Own Niche Website**

Another effective method that you can use is the creation of your website. In doing this, it is important that you have your niche website. In that way, you can easily target the right viewers who can potentially generate leads for you.

To be able to create your own website, you might want to purchase your own domain and hosting place. From there, you can start developing your website. In choosing the website address, it helps if you use your niche. Using SEO tools and strategies can also help you drive site traffic. This will increase your chances of getting more people to sign up for the offer. In the long run, this will yield you higher payout.

## **Other Alternatives**

Building and developing your own site would require some money. For those who do not have that much, they can always try to build a website using free tools online. There are sites that offer free webpages like Squidoo, WordPress, Blogger, etc. You can create your own account and start posting materials that would help you boost your CPA marketing campaign.

The methods mentioned above would require effort on your part. The use of article marketing, use of SEO and site creation can definitely produce long term results that will help you boost your CPA marketing efforts.

# Chapter 6:

## Black Hat Marketing Techniques For CPA

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Apart from considering the use of different promotional methods for your CPA marketing efforts, you need to come up with specific technique to carry out your business plans. Remember that the market is also competitive. For sure, there are also other marketers out there who want to generate more leads. If you really want to stay at the top, you need to use effective techniques.

### **Target a Niche**

But before you do that, there are some things that you need to keep in mind. For one, you need to target a particular niche. For instance, you can say free itunes codes, free Rapidshare accounts, etc. You can use your creativity and imagination. What is important is that you'll be able to entice and attract online users to fill out the CPA offers.

### **Make a Site**

Now that you have targeted your niche, you can now start creating your own site where you can post the links that would direct to the

CPA offer. Through your website, you can implement your promotional methods and this is also where you can implement specific techniques. But of course, you can always have several websites depending on your capacity to maintain each and every site.

## **Black Hat SEO**

One of the techniques that you can use is the so-called black hat SEO technique. YouTube and other websites can help you start making money. But there are also other people who would not use social media or YouTube to get what they are looking for. There are people who would use search engines to look for what they need.

## **How to Start**

To start, you need to make sure that your site or blog will come up on the first, second or third page. When people search for specific keywords, you need to be at the top list. However, this is not as easy as it may seem. But the good thing is that this is not an impossible thing to do. That is why it is important that you use a domain that is related to your niche. Second, you can use Google Trends to know the popularity of a keyword.

## **The Use of Xrumer**

For the main black hat SEO technique, you need to use Xrumer. This is a software program where you can post messages to over 10,000 forums automatically. In a matter of minutes, you get to post in different forums at a cost of \$540. This is definitely expensive. But there are also people offering Xrumer services for about \$25-\$25.

You can just go to different black hat marketing forums like [moneymakediscussion.com](http://moneymakediscussion.com),  
[blackhatworld.com](http://blackhatworld.com)  
and [forums.digitalpoint.com](http://forums.digitalpoint.com).

Once everything is done, you will be indexed by Google and come up with rankings. With this technique, you get to promote different affiliate links. Xrumer is an incredible and highly advanced software program that will help you generate more money from your CPA marketing business. Utilizing this technique is really useful.

# Chapter 7:

## Ways to Guarantee Your CPA Success

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CPA marketing might appear simple. After all, you get paid for every lead that you can generate. But with so many CPA offers out there, how will you be able to guarantee your CPA success? Using promotional methods, techniques and tools have to be utilized in order for you to succeed in this marketing business.

### **Find an Offer**

The very first step that you should do is to find an offer where you can generate leads. There are different CPA networks to choose from. These CPA networks also have different offers. When there are just too many options presented to you, how will you be able to find the perfect offer suited for your website?

In order for you to find the best choice, you can use oDigger and OfferVault.com. These two platforms are considered to be the Google of CPA. All of the reputable offers from known CPA networks can help you when you are just starting the business. You can search based on different categories, network, price and keyword.

## **What to Do if You Can't Find an Offer**

If you are having a hard time in finding a solid offer then you can go back to the basics. Look at your niche. Find specific CPA offers that would suit your site's demographic profile. For instance you are running a dating based website then find CPA offers that would suit this type of niche.

## **Join a Network**

Once you have found the right offer, you now have to join the network. It is important for you to join the network giving the offer. You fill out certain information. Wait for their call. This is where some people fail. Remember that in order to proceed with your CPA marketing and before you can join any network, you need to pass the screening of these CPA networks.

## **Useful Tips**

Your success will depend on the CPA networks that will have you. There are useful tips that can be useful for you to get in. First, it is strongly suggested that you call them before they even call you. After you apply, you can call them right away. This shows that you are really serious in doing business. The next thing that you should keep in mind is your site's credibility. Make sure that all of the information



that you post in your site especially those pertaining to personal details are all accurate and true. Just be honest. When you fill out the form where you are asked about your marketing experience then just be honest.

## **Work Around CPA**

Once you are already in the different CPA networks, the next thing that you should consider is how to generate leads. In this aspect, you need to create a sign. But apart from just creating a site, you need to have a site designed for CPA. In short, this only means that you need to integrate CPA offers into your site and use different tools and strategies in order drive traffic to your site to be able to get more online users.

# Chapter 8:

## People Who Have Had Great Success and How They Did It

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In order to succeed in your business venture, you need to motivate yourself to exert more effort and to work more. You cannot just reap the rewards of the CPA marketing opportunity without working for it. In order to further motivate yourself, you can read the success stories of those people who continue to generate bigger profits out of this kind of business. In various forums, websites, etc., you get to read the success stories of these people who can inspire you.

### **David Lingler**

The success story of David Lingler shows how you can generate income out of CPA marketing. He is a Director of Business Valuations and Consulting in Cincinnati, Ohio. The first thing they had to do was to rebrand the name and the logo of their website. They make sure that the site contains high quality content to attract prospects and clients. After further building the website, they came up with a communications program where they used email blasts to target prospective clients. From here, he was able to succeed in this business venture.

## **Shaun, 22**

As young as Shaun was, he was able to earn more than his parents with CPA marketing. This only goes to show that whatever your age is, whether you are young or you are old, you can definitely be successful in CPA marketing. Starting with CPA marketing does not have to be that expensive. With little capital, it is possible to start CPA marketing just what Shaun did.

## **Quality CPA Networks**

Before you can even draw prospective clients and online users to sign up an offer, you need to have quality CPA networks. This is definitely not an easy thing since you need to undergo a process. There might be a case where you cannot get in a particular CPA network especially those competitive CPA networks. Before you start joining any CPA network, you should study more about CPA marketing so that you know the ins and outs of the business. This enables you to know what specific methods you have to use and why is it important to join reputable CPA networks.

## **The Importance of Niche and Website**

When you read various success stories online, you can easily see the different techniques that they use to make it big. The most important

thing is for you to have a niche and your own website. You need to create a blog or a website that is designed for your niche. Having your own site or blog is not enough. There is a need for you to provide quality and informative content. In that way, you can establish your online presence and generate viewers. Once you reach this stage, it is much easier for you to generate more leads that can yield you higher profits.

### **Use of Different Techniques**

From promotional methods, online tools, SEO techniques, etc., you have to be creative and dynamic in order for you to succeed. Just like other marketers who are now earning a lot from CPA marketing, you need to come up with your own techniques and methods.

## Chapter 9:

# Where to Sign Up and the Advantages and Disadvantages of Each

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The success of your CPA marketing venture would highly depend on the CPA network that you will choose. When there are just too many CPA networks and offers out there, it is important that you choose the best and the most suitable to your niche. To start off, you can sign up for the top ten CPA networks. Performance Marketing Insider released the results of the survey they conducted. Based on the results, they were able to generate a list of the most popular CPA networks.

### **Peerfly**

The number one CPA network in their list is the Peerfly. This particular CPA network was also the number one affiliate manager in 2012. One of the reasons why there are many marketers who want to sign up for Peerfly is the fact that this CPA network can give you over 2,000 live offers with custom tracking programs. Apart from that, you can also be sure of the top payouts along with accelerated payment options. Marketers also get the chance to join reward programs and contests. They also provide free training and tools.

## **Maxbounty**

The next CPA network on the list is Maxbounty. If you are in search of high converting advertising campaigns in just a matter of seconds, this is the network interface that you might want to use. Maxbounty aims to maximize your profit. They are known for their on-time monthly payments through PayPal, ACH, Payoneer or check. All of these do not have transfer fees. They also have topnotch affiliate managers to help you find the most suitable ads. The only downside is that they lack some important marketing tools and there are not that many reward programs unlike Peerfly.

## **Affiliate Venture Group**

Affiliate Venture Group is one of the fastest developing private networks. The main goal of this CPA network is for you to minimize CPA while you get to maximize your sales and your exposure. In turn, this will yield you higher profits. They also have International Offers to reach to more affiliates who want to join the network.

## **AdscendMedia**

The fourth on the list is another private company founded in 2009-the AdscendMedia. This network offers various solutions to help publishers maximize their revenues through their premium content.

Since they have wide global reach, they can help you get new customers and conduct market research. No wonder this network is considered to be one of the leaders when it comes to digital content monetization industry. The only downside is that unlike the previous networks, Adscend Media does not have that many reward programs and support mechanisms.

## **CPA Lead**

CPA Lead is another high quality CPA network that can help publishers and advertisers. The nice thing about CPA lead is that they do not just use traditional marketing models. They can guarantee performance and the best of results based on the platform that they offer.

These networks comprise the top CPA networks that are widely popular today. But there are also other networks available like Clickbooth, Convert2Media, Adknowledge, W4, CPAWay and a whole lot more.

# Chapter 10:

## Conclusion

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Earning big online definitely appeals to a lot of people. After all, who would not want to become rich without having to exert too much effort or without having to work long hours? For those who are willing to learn more about CPA marketing, this can yield them bigger profits in the long run. Of course, there is still a process that you have to undergo though. There is no such thing as instant or overnight success. You need to work hard and to come up with your own strategies in order to earn more.

It all starts with knowing what CPA marketing is all about. It is a common misconception among people that CPA marketing can produce your monetary rewards automatically. Unlike other affiliate programs, CPA marketing is slightly different. You really have to utilize certain strategies, techniques, tools and methods for you to succeed. Before you finally start with CPA, you need to know how this marketing opportunity works. Once you know the ins and outs of the business, you can easily work your way to the top and implement your business plans.

But the very first step is for you to join a reputable CPA network. The eBook has presented several options as well as the different factors that you have to consider before you finally join any CPA network. There are several CPA networks out there. But at least, the eBook



gives you an idea when it comes to the most popular and reputable CPA networks out there. You can just browse the official website of the CPA network in order to get more information and details. In choosing a CPA network, find a network that suits your needs and matches your niche.

Once you are done with the CPA network selection, it is now time for you to finally create your own website. You have the option to come up with several promotional methods. For one, you can submit free articles to different article directory sites. But if you are looking for long term results that are highly effective in driving traffic to your site then you definitely have to create your own website. When you have your own blog or website, you can work your way around your niche and start promoting the offers. To do this, it is strongly recommended that you provide quality content. A content driven website can help you drive site traffic. With that, you can increase your chances of getting more clients and online users who will sign up for the offer.

Using SEO techniques, social media, etc., you can get more people and increase the leads. This in turn will yield you higher profits depending on the market. If you can make it to competitive markets like insurance markets, then you can earn as much as \$20 per lead. However, this will still depend on several factors.

Without a doubt, CPA marketing can help you earn money in various ways. In fact, there are people who are starting to earn more than others who are working for companies. What is important is you

know where to start. From there, you can work your way up and succeed.

I hope that this book has given you a head start on getting started with CPA and to have great success with the programs you enter.

***Best wishes on your ventures.***

***OTHER RESOURCES:***

A Newbie Guide to CPA Marketing

<http://scgoldmine.com/go/?pgvh>

CPA Penny Crusher

<http://scgoldmine.com/go/?bjts>

CPA Power Blast

<http://scgoldmine.com/go/?rmaz>