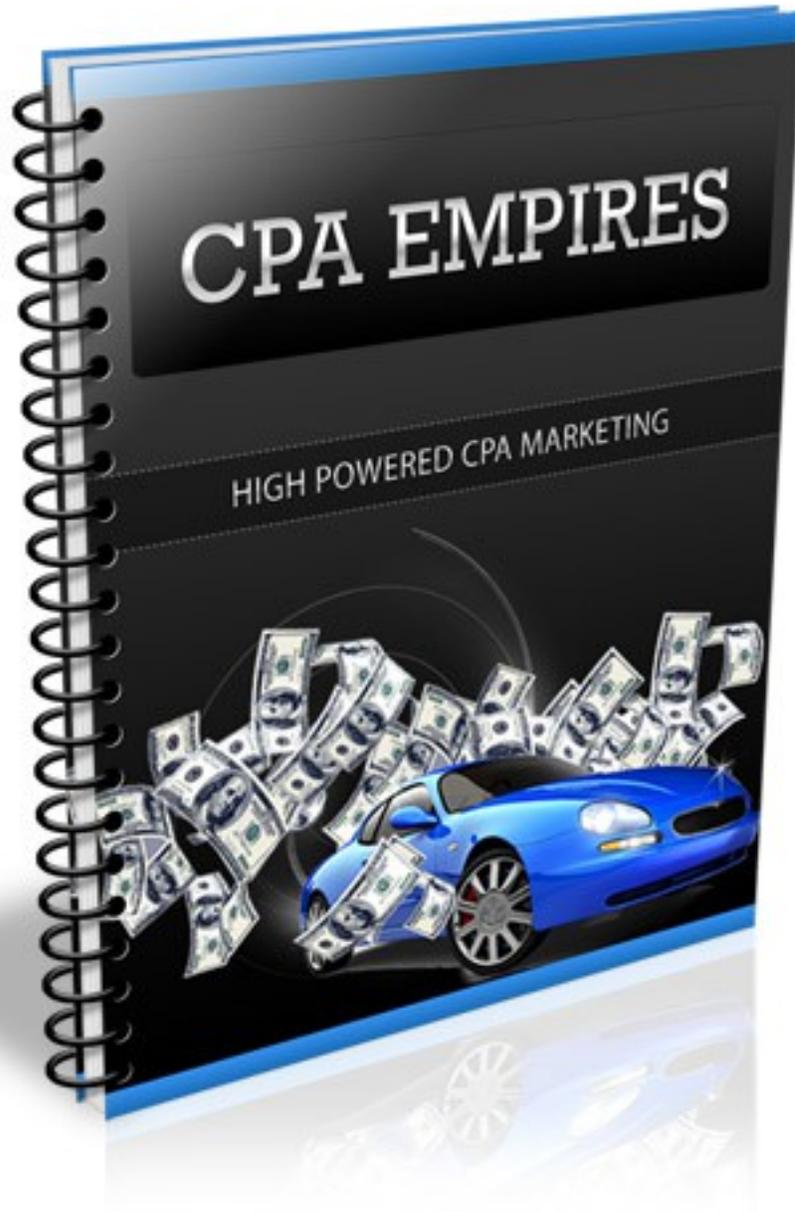


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Introduction To CPA Empires

CPA stands for "Cost Per Action", and in comparison to standard affiliate marketing, with CPA offers, you can actually make money without having to generate a sale.

This is the most attractive aspect of CPA, because even new marketers can quickly generate a steady income with laser targeted campaigns that are focused on motivating visitors into completing the required action - even if it's as simple as submitting a telephone number or completing a short survey.

CPA opportunities come in many different formats, with some requiring a prospect or lead to spend less than a few minutes completing the offer, while other more elaborate CPA offers require additional steps.

Since there are literally thousands of CPA opportunities to choose from, you're given a lot of flexibility when choosing what CPA programs to promote.

So without further delay, let's begin!

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CPA Explained

CPA (cost per action) is an online marketing opportunity that pays you based on a specific structure or model.

For example, if you participated in CPA offers, you would be paid each time a prospect completed a specific action, such as registering on a website, filling out a form, signing up for an offer, or perhaps just visiting a particular website.

The requirements often range from a single email opt-in to lengthier form processing including three, four page surveys, application forms as well as downloading software, scripts, demos and screen savers.

While CPA offers vary and the requirements associated with being credited for an 'action', there are an abundance of high paying CPA offers and programs that you can get involved in.

It is, in fact, one of the easiest ways to make money online with very little effort in comparison with many of the traditional marketing campaigns and

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opportunities.

Most CPA Companies pay out anywhere from \$.25 right up to \$4.00 for a single email capture (visitor enters in their email for information), with other CPA opportunities paying out as much as \$150.00 for a multi-part process or a more in depth requirement where your prospect may need to verify their address, accept a free trial offer and at times, your payment will only be credited weeks later once your prospect has completed the process.

As an example, an advertising company pay offer the CPA network that you are a part of \$10.00 for every lead generated as a result of their members actions. In turn, the CPA company pays you 70% of that, earning \$3.00 for connecting you with the advertisers.

In order to begin earning money with CPA offers, you will need to enroll into a handful of CPA based programs. There are networks available online that house a large variety of CPA offers, enabling you to join one website and being given the opportunity to participate in multiple programs from many different companies.

CPA networks serve as the middleman, connecting publishers and

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advertisers together, and typically coordinates the placement of offers from participating publishers and companies with affiliate marketers, in return for a small fee or percentage of the overall offer itself.

Once you have been accepted into a CPA program, you will be given a unique affiliate link, just as you would if you joined a traditional affiliate program.

This link identifies you as an affiliate and tracks all of your activity, primarily your sales and in turn, provides you with conversion rates and other information that can help you determine how well your promotional campaigns are doing.

CPA Network Approval

You'll find dozens of different networks online, all offering instant access to countless CPA opportunities. One thing to keep in mind however is that you always want to minimize your risks by joining established networks, that are known to both pay affiliates on time, and offer much needed support.

The majority of reputable CPA networks will assign a support representative or agent to your account who is responsible for answering

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questions, and even helping you choose offers based on your existing traffic campaigns, websites as well as the markets you are interested in.

Your account representative is an important asset, and you want to make good use of any help you're given if you are new to CPA marketing.

In order to start making money in CPA, you'll need to apply to the CPA networks and go through a simple approval process.

It's important that you're prepared to answer questions regarding your marketing preferences, understanding what vertical versus horizontal marketing is, and that you can inform the CPA networks of your ability to successfully market CPA offers.

If you haven't yet established an online presence or have websites of your own, tell the CPA network that you plan to market offers via PPC (pay per click) marketing, and that you are new to online marketing but are prepared to develop marketing campaigns and put in the effort needed to be successful.

There are many guides online that will advise you to deceive networks by indicating that you have years of experience in marketing, but from

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personal experience, if you are upfront about your limited marketing experience but you emphasize your interest in CPA marketing, you still have a very good chance at being approved with the majority of established CPA networks.

Tip: The easiest way to be ensure your acceptance is to simply spend a couple of hours creating a blog using a platform such as Wordpress.

If you would rather skip the approval process altogether, there are CPA networks that automatically approve applicants without any follow up call required.

One of these networks is CPALead, available at <http://www.CPALead.com>

While CPA Lead has fewer opportunities available than the majority of larger networks, they are extremely easy to get involved with because there is no rigorous approval process involved.

In fact, you can sign up for a CPA Lead account and start browsing through available offers in a matter of minutes.

For your reference, here are other popular and established CPA networks

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worth considering, many of which do require approval but submit your application to as many as possible and you'll likely get approved by at least a few.

Keep in mind that the majority of CPA networks all carry the same (or similar) offers, so the event you aren't approved for one network but are approved at another, it's likely that you'll still be able to promote the same opportunities.

CPA Network Listings:

Advaliant

<https://www.advaliant.com>

Hydra Network

<https://www.hydranetwork.com>

Never Blue

<http://www.neverblue.com/index.html>

Max Bounty

<http://www.maxbounty.com>

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ROI Rocket

<http://www.roirocket.com/>

Market Leverage

<https://marketleverage.com>

CPA Empire

<http://www.cpaempire.com>

CPA Storm

<http://www.cpastorm.com>

Rocket Profit

<https://www.rocketprofit.com>

Managing Your CPA Campaigns

Once you've been approved with a handful of CPA networks, it's time to start exploring open opportunities and offers! You'll want to develop a system that helps to organize and manage your campaigns, so that you can see how an offer is performing, minimizing lost profits.

For example, one of the downsides to CPA is that offers can end without

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prior notice. When this happens, you need to quickly swap the offer out with a new one in order to maintain traffic to your campaign (and keep the profits rolling in).

This means that you need to keep a pulse on how your campaigns are performing, what offers are ending, and what new opportunities are available that may convert.

CPA Versus Revenue Share

When you join CPA networks, you'll be given the opportunity to choose between a CPA or Revenue Share income model.

With CPA, since you are paid one lump sum for each completed action, you must consistently work at generating new leads and prospects.

For example, if you are promoting a gambling website, such as a poker gaming company, you may be paid out each time someone you refer to the poker website signs up for a free account or takes advantage of a free trial offer.

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Once that prospect has completed the required action, and you are paid accordingly, you will no longer earn money from that particular person and must go on to recruit and refer others in order to continue to receive payment.

With Revenue Share, you are offered a percentage or an ongoing payment plan for each prospects activity.

In the example of a poker website, if you referred a user who joined the website you may be paid out a percentage of their account funding when playing the games, or a flat rate for specific amounts that your prospects spend while a member of these websites.

When you are new to CPA offers, choosing whether to join the CPA offer or the Revenue Share model can be a difficult decision to make.

Many new CPA affiliates typically go with the CPA offers because they are unable to effectively gauge how valuable each referred prospect may be, and how much more money they are given the opportunity of earning from each person rather than consistently scouting out new referrals.

Personally, I prefer to go with the Revenue Share model as often as

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possible so that I am able to work smarter, not harder, as with the RS campaigns, I am able to focus on recruiting a specific number of active participants and continuing to profit from their ongoing activities.

If you are unsure what will work best for you, start off by promoting a handful of CPA programs, and accept an equal number of Revenue Share offers.

Then, spend a couple of months promoting both equally and determine which ones are yielding better results.

From that information collected, you will be able to focus primarily on the ones that generate maximum profits while weeding out any inactive or poorly converting campaigns that you are struggling to profit from.

You also want to choose the highest converting landing pages that are provided to you by the CPA networks.

Final Tips

This report was designed to provide you with a quick overview of what CPA

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is, and how you can benefit by becoming part of this fast paced, explosive marketplace.

Just like traditional affiliate marketing, you can quickly build a full time income with high converting CPA offers, combined with targeted landing pages and websites, but it will take a bit of time and effort.

I hope that this report has provided you with the basic information needed to enter the CPA arena, but I encourage you to continue learning about this exciting opportunity.

To help you get started, I've included my top resources for learning more about the CPA marketplace.

Contextual Networks

Valid Click

<http://www.ValidClick.com>

AdBrite

<http://www.AdBrite.com>

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XTremeConversions

<http://www.XtremeConversions.com>

Adwords Digger

<http://www.AdwordsDigger.com>

CPA Network Listing (over 150):

<http://www.affiliateseeking.com/netwo/23000002/1.html>

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CPA Reference

Landing Pages - This is a page that features information about each CPA campaign, where your visitors are directed. Typically the advertisers website or a page created by you that links to the merchants site.

CPC - Cost Per Click and indicates how much you will pay per click from traffic providers.

Contextual Creative - This indicates the affiliate link that is used when sending contextual traffic to a landing page or CPA offer.

EPC - Earnings Per Click indicates just how much you will earn for every click made to your CPA offer.

Publisher - Affiliates participating in CPA offers or network sites.

Vertical - Specific industries or market types (example: Dog Training, Weight Loss etc)

To your success!
