

# 2010

## Bank \$21,000 a month with CPA



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I will show you the best group of  
people to target with your offers.

Firstly, I would like to thank all of you for purchasing my short guide.

I will show you exactly how I made \$21,000 last month alone with CPA offers. All it took was about 10 minutes of uncomplicated work each day. This method is dead easy and if you are unable to do it directly yourself, it can be very easily outsourced.

With all the competition between internet marketers fighting over traffic to fulfil their CPA offers online, it has become unbelievably easy to make money offline doing the same thing. Most people who see the words 'offline marketing' run away and hide because they think it means getting up close and personal with people. This method can work with no human contact at all if you really don't want to deal with people face to face! I will show you the perfect group of people to target with your CPA offers.

This guide will be broken up in to 3 sections. Firstly, I will tell you my own story of how I banked \$21,000 last month using this method and how the idea came to me. Secondly, I will give you a breakdown of all the steps involved to get going. I will then give you a template to use so you can get started right now!

Finally, you will see a simple checklist at the end that will help you organise everything and make sure you have not left anything out.

*Andrew Gotti*

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## Part 1: My Story

Before I start, I will tell you a little bit about myself which will help you understand how I thought of this money making idea and how you can apply it. I am a 19 year old Australian who is currently studying at college. I have been making a bit of money online over the last few years in my spare time while studying but I'm definitely no guru.

It all started a few of months ago when I walked in to my usual lecture theatre at college. Upon sitting down at my seat, I looked around noticed that there was a little sheet of paper on everyone's desk advertising the current specials at a nearby college bookshop.

It was here that I was amazed at what I saw. After all of about 5 minutes, it seemed that nearly every student with a laptop had opened it up and headed straight to the given website for the bookshop to check out the latest offers.

This is what made me join the line between CPA offers and the perfect place to advertise them. I had never had much luck with CPA before and the main reason was that I could never attract good traffic to my offer. I thought that if I could just find a decent offer, the rest would work itself out as I have found a perfect place to advertise my offers.

A week later, I took the plunge and decided to give it a go myself. I had a look at some potential offers on various CPA websites and found a few that I

thought would work nicely. I decided to go with one that was offering a chance to win \$2,000 and an iPad just for signing up, which I thought would be great given my target audience was a bunch of students like myself. Next, I created a little advertisement for one of the offers and printed out 300 copies to put on all the desks in my next lecture. During the 10 minute break between the previous lecture finishing and mine starting, I went in and placed one on each desk before sitting down.

At this stage, I had opened my laptop and headed over to my CPA network website to track any money that I could potentially make. All I could do now was just wait and see what happens. As people started to fill the room, I had a look around and most of them were having a read through my piece of paper while talking to their friends.

To my great delight, I started to notice more and more people head over to the offer website and fill in the registration form. A couple of them even filled it in more than once using their various email addresses to increase their chance of winning the prize. A few had put the link up on their Facebook pages to encourage their friends to register in order to win the prize offered which I am sure probably made me a bit more money from people I did not even directly advertise to!

By the end of the day, I had 142 sign ups from the 300 small pieces of paper that I had handed out. The offer that I had selected payed \$5 per sign up. This amounted to  $\$5 \times 142 = \$710$  in just one day! The best part was that most people left the sheets of paper on their desk as they left so it was there for the

next people to come in to the room and see.

For the remainder of the month I printed out about 300-400 little advertisements every few days and placed them in random lecture theatres around the college during the 10 minute downtime between lectures finishing and starting. I also paid a few friends to do the same thing at different colleges so we could reach as many people as we could with the offer.

By the end of the month I had made \$21,000 from commissions which averaged out to be about \$700/day or about 140 people completing the offer each day.

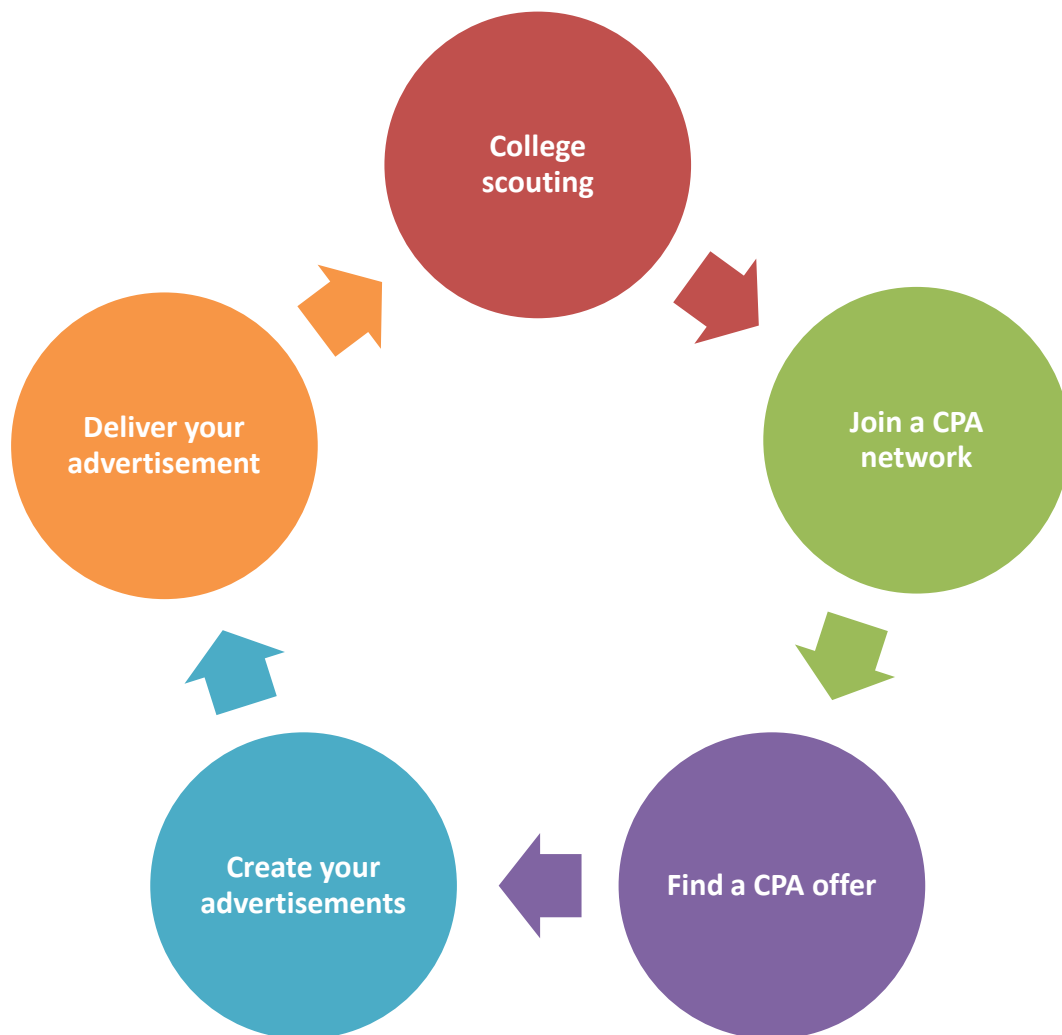
. . .

All it took was a bit of work looking for an offer that was basically a cash prize, and I found myself \$21,000 better off after just one month. I continue to do this even today and the amount of money that you can make from doing something so simple is staggering.

You may be wondering why I am sharing such a profitable method. The fact is that I cannot possibly put my CPA offers out to every college in the world, I would love to do so, but it is just not possible! That's where you come in.

## Part 2: The Steps Involved

Now that you know how I came up with this method, I will guide you through the simple steps you need to follow to do it yourself. Remember, if you are not a college student or you do not feel comfortable walking in to a college and placing down some pieces of paper, you can always outsource. I am sure everyone knows someone who attends college and if you tell them you will pay them even \$50 to lay down some sheets of paper for a week at their next classes, they will do it.



## **Step 1: College scouting**

To start off with, you will obviously need to choose a college near you. As with any marketing project, the larger the targeted traffic, the better. My college has about 50,000 current students so just think about the massive money making possibility. If I was able to get all 50,000 of them to sign up, I would have made \$250,000!!

Once you have selected a college to target, the next part is to either go there yourself and plan where you are going to lay out your offers, or ask whoever it is you are outsourcing to, to scout it out a bit.

By having a look around and knowing where to expect people to be going and at what times, it will be easy for you to choose a time to enter the buildings and put your CPA offer on each of the seats.

## **Step 2: Join a CPA network**

If you are not already part of a CPA network, you will need to join one in order to access different offers and get paid for them. There are thousands of CPA networks out there to use. Personally, I use MaxBounty and Neverblue as my main CPA networks to find offers. They both have a large selection of offers and are also reliable. Ultimately it does not matter what network you join as long as they have some decent offers and pay you for your work!



### Step 3: Find a relevant CPA offer to use

There is no point offering a bunch of students something that they have no interest in!

Offers that work best are ones that give the person a chance to win a cash prize for entering in some basic information (Name, email address and maybe answers to some quick questions).

Prizes like iPods, store vouchers, etc. all work great. People will only take the effort to enter these details if they believe they have a chance to win something that is valuable to them.

Try to stay away from CPA offers that involve the person completing a long survey, most students just want something quick to do in the 5 minutes while they wait for their professor/lecturer to arrive and teach them.

Think about the offer before you decide to go with it. Ask yourself, "If I had 5 minutes, would I bother doing <the required work for the offer> in order to have a change of winning <the incentive>"

It is often best to choose a CPA offer that pays a bit lower but also requires a lot less effort to complete.

## Step 4: Create your paper advertisements

In case you do not want to create your own from scratch, I have included a basic template in the next step for you to use as an outline.

You need to create something that is directly targeted at the students and is not generic.

Since you know the college that you are going to place the advertisements in, use this to your advantage. Make sure you include the college name on the advertisement so it looks a lot more official and makes the students think that the offer is only for them. Phrases like "Students of <college name>, WIN <the incentive> right now!"

It is important not to clutter the page with words or you will not get many people bothering to read it. Have the important things like the above phrase, the prize offered, and the website they must go to in large font so it stands out the most. What you want to do is grab their attention with the prospect of winning a prize. In smaller font, include details like how to complete the offer and how long it will take.

You can either use your direct CPA offer link or mask it in any way you see fit. I have found that registering a domain name which forwards visitors to my CPA offer works great.

## Step 5: Deliver your advertisements

Now that you have created your advertisement, the next step is to go ahead and deliver them.

Place one advertisement on each seat/desk of the chosen room. If you can access a room with computers, you will get even higher conversion rates since everyone in that room will be on a computer and will be more inclined to complete your offer.

It is important not to make different offers every day of the week and put them in the same rooms. Eventually, people will get sick of doing them and won't bother anymore.

Target different rooms with your offers so you can get your offer to the widest range of people possible. Repeat the process with a different offer twice per month as a maximum. If you make a new offer every week then you will notice a decline in the amount of people completing the offer.

Once you have been successful with a campaign at one college, move on to another one and give the previous one a break. This will ensure people will be eager to see your next offer since they know it is a limited time offer.

### Part 3: Offer Template

You do not need to have a whole A4 piece of paper for just 1 advertisement. To save paper and printing costs, printing 4 per page and then cutting them out works great. This means that for 400 advertisements, you will only need 100 sheets of paper!

Below, you will see a basic template that you can copy and use for yourself. This is the same template that I used for my offers so it will give you the best chance to be as successful as myself.

<b>Students of &lt;college name&gt;, WIN &lt;the incentive&gt; right now!</b>	
<u>How to enter:</u>  1. Go to the website below  2. Complete <the conditions of your CPA offer>  3. Have a chance to win <the incentive>	<div style="border: 1px solid black; padding: 5px; text-align: center;">&lt;Image of the prize/incentive goes here&gt;</div>
<b>Visit &lt;your CPA offer link&gt; to WIN!</b>	

## Checklist

I have...

- ☐ Read this guide thoroughly
- ☐ Decided to do it myself or found someone to outsource
- ☐ Selected a college to target
- ☐ Done some looking around and found good rooms to put my advertisement
- ☐ Joined a CPA network
- ☐ Found a high paying, simple CPA offer with a good incentive
- ☐ Created my advertisement
- ☐ Printed my advertisement
- ☐ Placed my advertisement in the selected rooms
- ☐ Made some money!

[NO] Can Be Edited Completely

[NO] Can Claim

[NO] Can be added to paid membership sites

[NO] Can be packaged with other products

[NO] Can be sold

[NO] Can be bundled with other products

[NO] Can sell Resale Rights

[NO] Can sell Master Resale Rights

[NO] Can be offered through auction sites

[NO] Can be given away

[NO] Can sell Private Label Rights

Disclaimer:

- All given information should be treated as a guide.

- This document was written based on my own experience, I cannot guarantee that you will have the exact same experience by following each step as I have done.

By buying this product you have agreed that you have read and accepted these terms.