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## Introduction

Hey it's James Canzanella...

I've been online since 2012 and make a living by making money online...

And helping others just like you do the same.

I want to start off by congratulation you for picking up CPA Supremacy.

*(Definition: supremacy: the state or condition of being superior to all others)*

In case you haven't figured it out yet...

This system is all about leveraging Bing to *make money in a very simple way.*

You see, Bing is an **absolute goldmine** just waiting to be tapped...

Which is why I'm stoked you put your trust in me and picked this up.

If you are a newbie... *this system is for you!*

If you have some experience... *this system is for you!*

And even if you are a grizzled veteran... *this system if for you too!*

The best part about Bing is that the clicks are super targeted AND cheap...

You literally can't get this type of quality traffic anywhere else.

So please, I ask that you treat this system like gold (*because it is!*)...

As it's going to help you make some serious money.

The only thing I ask of you...

Is that you promise to take action.

Making money online isn't all that hard, but it does require action.

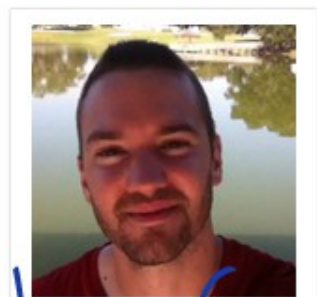
So as long as you promise to yourself that you're going to put this into action...

Then the only way to fail is by simply giving up...

And I know you're not going to do that when you see the power of this.

Here's to helping you make money...

Thanks for being an awesome customer.



James Canzanella

## Module 1: The Easiest Step Ever?

In case you were wondering what this step includes...

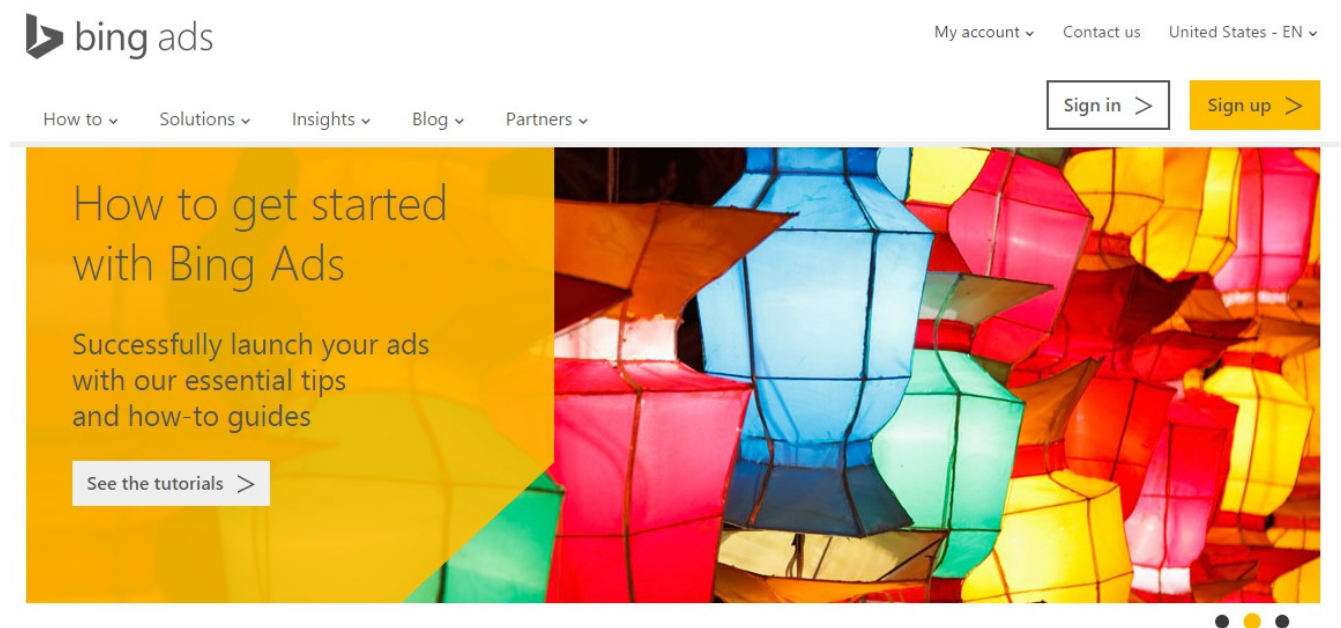
It consists of signing up for a few sites.

First and foremost you need to sign up for Bing ([Click here to sign up](#)).

I'm not going to run through the entire process because it is self-explanatory...

But you are going to want to click on the Sign Up button.

*(the setup might look different depending on your country)*



From there, the next page might even offer you a \$50 coupon to get started!

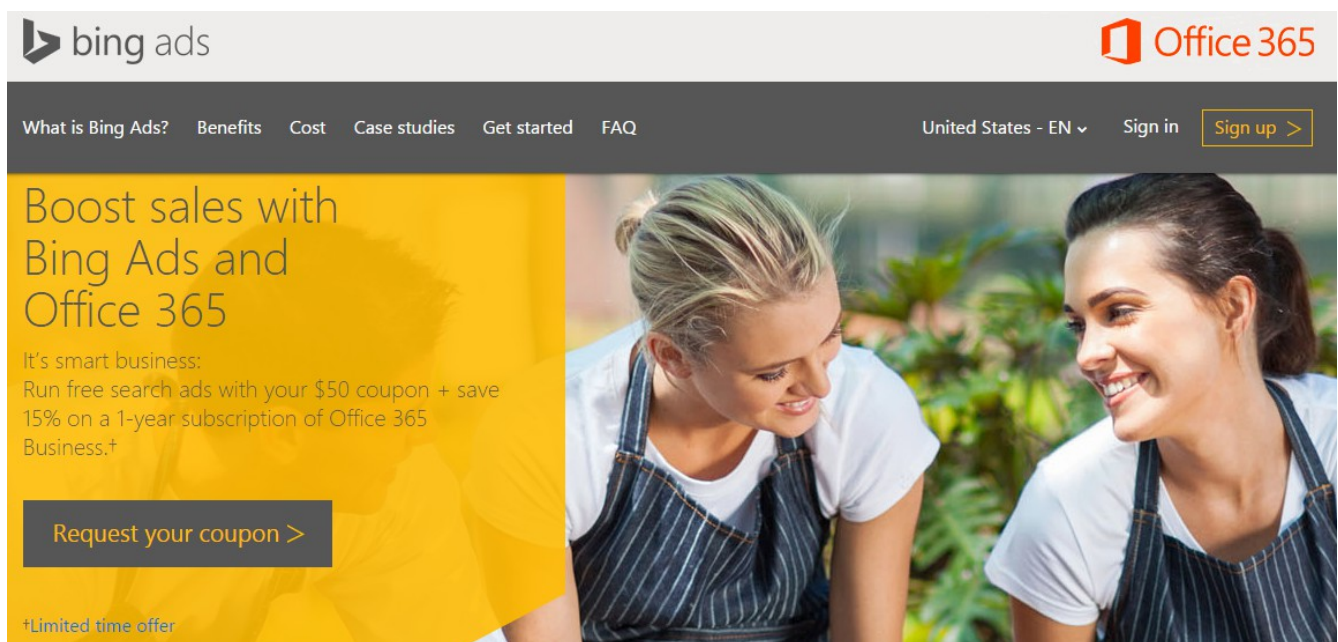
Not bad at all, right?

Make sure you put in your information to get that bad-boy...

\$50 is more than enough money to never have to pay out of pocket...

As you can keep re-investing back into more campaigns.

*(told ya this system was awesome).*

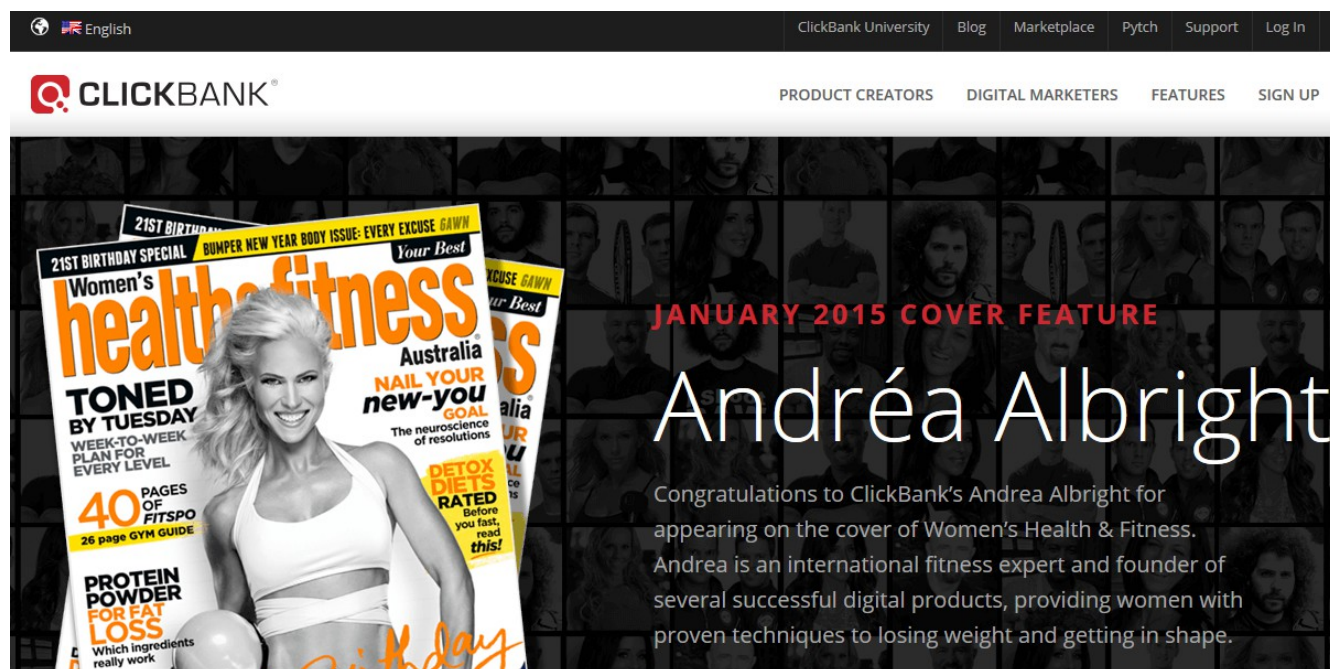
A screenshot of a promotional webpage for Bing Ads and Office 365. The page has a grey header with the 'bing ads' logo on the left and the 'Office 365' logo on the right. Below the header is a dark grey navigation bar with links: 'What is Bing Ads?', 'Benefits', 'Cost', 'Case studies', 'Get started', and 'FAQ'. On the right side of the navigation bar are 'United States - EN' with a dropdown arrow, 'Sign in', and a 'Sign up >' button. The main content area features a large yellow banner on the left with the text 'Boost sales with Bing Ads and Office 365'. Below this text, it says 'It's smart business: Run free search ads with your \$50 coupon + save 15% on a 1-year subscription of Office 365 Business.\*'. A dark grey button with the text 'Request your coupon >' is positioned below the text. To the right of the yellow banner is a photograph of two women in white shirts and blue aprons, smiling and looking at each other. At the bottom left of the yellow banner, there is a small text note: '\*Limited time offer'.

As it says, it's a limited time offer so it might not be around tomorrow.

Aside from that, go ahead and create your account...

It's easy and self-explanatory.

Next you want to sign up for [Clickbank](#).



Go ahead and click the SIGN UP link on the top right...

Once again, the sign up part is super easy.

*Why Clickbank?*

Well Clickbank has just about every niche you can ever think of...

And the amount of money generated by them is absolutely unheard of.

**Fun Fact:** A person I know of once had lunch with the CEO of Clickbank...

And he asked, just how much does the top converter bring in everyday?

Is it \$40,000 or maybe \$50,000 per day?

The CEO replied: *“It's a LOT more than that”*

So yeah, my guess would be at least \$100,000 in 1 day from 1 product.

Just to give you some perspective about the money being made out there.

Last but not least...

We have CPA networks.

CPA networks actually have people look over your applications to pick you out...

So unlike Clickbank that is free to sign up...

There's a chance you might not make the cut with a few specific networks.

**Don't worry though...**

I must be apart of about 20 CPA networks so I know what it takes to get in...

First and foremost, here is a list of awesome CPA networks...

Ones that I am a part of and also, recommend to you:



[Max Bounty](#)

[Click Rover](#)

[Peer Fly](#)

[Cash Network](#)

[Get Offers Direct](#)

[Market Health](#) (health products, and it's *instant* approval)

Alright now here's the goods on how to get accepted...

And I'm going to break it down into a few important tips.

### **1) Know Your Vertical**

Vertical is just a fancy way of saying “niche”...

So if you don't know exactly what you will be wanting to do...

Think of something, stick with it, and write it down on your application.

*(Make money online is a good start)*

### **2) Know Your Traffic Source**

Let them know that you will be doing Bing PPC (pay per click)...

Just that ONE traffic source.

If you go to an affiliate network and say you are going to do...

Facebook ads, Instagram, adwords, Bing, email marketing, etc...

*Then they know you are full of crap.*

They have seen thousands of applications before and they can sniff that out...

So aside from just putting down your one traffic source...

### **3) Be Honest As Hell**

I have to accept and deny affiliates all the time for my own products...

So I've been on the other side...

And truly know when someone is just going to waste time.

Affiliate managers take acceptances very seriously...

Because they want to protect from people going out and spamming links.

Last but not least, sign up for as many networks as you can.

Some will accept you, some won't... and that's just the way it is.

Either way, following what I showed above will put you ahead of everyone else.

## **Module 2: Cherry Picked Profits**

So now that you know how to sign up to CPA networks...

Let's look at some types of offers that work best with this system.

### **Lead Generation / Email / Zip submit**

This is where you get paid to get someone's email...

And many times you might need to get more information as well.

Full name, address, email, and a few more.

These can offer payouts anywhere from \$1 - \$10 (*and even higher sometimes*).

The great thing about lead generation is that *it's easier money*.

Just think about it, what is more likely to happen...

Have someone put in their email or have someone put in their credit card?

*Pretty obvious right?*

However, since the clicks with Bing are so stinkin' cheap...

You are going to want to make the best of both worlds.

## **Sale**

This is basically every offer on Clickbank.

You get paid a commission whenever someone purchases through your link.

**Helpful Note:** When it comes to sale offers...

Many of them either have pages that autoplay videos or have exit pops...

When it comes to Bing, they don't like that stuff...

So make sure the sale offer you send out to doesn't have either of those.

## **Module 3: The Simple Setup**

So we've made it... not so bad, right?

This is where I walk you through setting up a simple campaign.

I happen to pick an offer from Clickbank just so you can follow along.

**Note:** I'm not saying this offer will convert so don't copy it when you go...

It's strictly just for showing you how to copy my process.

The offer I am going to use is Teeth Whitening For You.

### Teeth Whitening 4 You ~ New Top Seller For 2015!

Affiliates Earn \$4478 In Just 7 Days After Launch! (proof in Affiliate Area) ~promote This 100% Original Product While Its Hot ~ Huge Market Potential With Zero Competition & Cheap Traffic ~ Affiliates Goto: [www.teethwhitening4you.com/affiliates.php](http://www.teethwhitening4you.com/affiliates.php)

Avg \$/sale

**\$22.22**

**PROMOTE**



[Add To Favorites](#)

**Stats:** Initial \$/sale: **\$22.22** | Avg %/sale: **75.0%** | Grav: **17.41**

Cat: **Health & Fitness : Dental Health**

This can be found by going into Clickbank then Marketplace at the top...

From there simply search for Teeth Whitening and you can find it.

Now back to Bing... You are also going to click on 'Create campaign'...

Then you want to always click on 'Search & content campaign'

[Campaigns](#) [Reports](#) [Opportunities](#) [Tools](#) [Import Campaigns](#)

Prepare for device targeting changes. [Learn more](#)

### All Campaigns

[Campaigns](#) [Ad Groups](#) [Settings](#) [Ads](#) [Keywords](#) [Ad Extensions](#) [Product Targeting](#)

[Create campaign](#) [Edit](#) [Details](#) [Export](#) [All campaigns](#) [Columns](#)

[Search & content campaign](#)[Product ad campaign](#)

[Budget](#) [Delivery](#)

Next is the campaign settings:

### Campaign settings

---

|   |   |  |   |                                |   |                          |
|---|---|--|---|--------------------------------|---|--------------------------|
| Campaign name   | <input type="text" value="Teeth Whitening"/>                              |  |   |                                |   | 113 characters remaining |
| Time zone ?   | <input type="text" value="(GMT-05:00) Eastern Time (U.S. &amp; Canada)"/> |  |   |                                |   | ▼                        |
| Campaign budget ?   | <input type="text" value="5.00"/>   | <input type="text" value="Daily (USD)"/> |   |                                |   | ▼                        |
| <a href="#">Daily budget options</a>  |   |  |   |                                |   |                          |
| <input type="radio"/> Standard (spend your budget evenly through the day)                               |   |  |   |                                |   |                          |
| <input checked="" type="radio"/> Accelerated (spend your budget as quickly as possible)                 |   |  |   |                                |   |                          |
| Ad language ?   | What language do your customers speak?                                    |  |   |                                |   |                          |
|   | <input type="text" value="English"/>                                      |  |   |                                |   | ▼                        |
| Locations ?   | What locations do you want to target or exclude?                          |  |   |                                |   |                          |
| <input type="radio"/> All available countries/regions   |   |  |   |                                |   |                          |
| <input type="radio"/> Canada, United States   |   |  |   |                                |   |                          |
| <input type="radio"/> United States   |   |  |   |                                |   |                          |
| <input checked="" type="radio"/> Selected cities, states/provinces, countries/regions, and postal codes |   |  |   |                                |   |                          |
| New Zealand<br>(country/region)   |   | Increase by                              | ▼ | <input type="text" value="0"/> | % | Remove ^                 |
| Australia (country/region)  |   | Increase by                              | ▼ | <input type="text" value="0"/> | % | Remove                   |
| United Kingdom<br>(country/region)  |   | Increase by                              | ▼ | <input type="text" value="0"/> | % | Remove                   |
| United States<br>(country/region)   |   | Increase by                              | ▼ | <input type="text" value="0"/> | % | Remove ▼                 |

**Campaign Name:** Give it a name called your offer.

**Time Zone:** Enter the time zone you are in.

**Campaign Budget:** \$5.00 (do accelerated, you won't even spend close to it)

**Ad language:** English

**Locations:** This one is important.

Now if you are running a CPA offer, they will tell you what countries are allowed.

Simply type them in (*it's usually just the United States*).

But for Clickbank offers, you want to use the 5 top tier countries.

These are the countries that buy.

United States, United Kingdom, Canada, New Zealand, Australia.

Type those in and select the circle that says (and shown above)...

Selected cities, states/provinces, countries/regions, and postal codes.

Now we move onto the next section, creating an ad.

#### Create an ad

In the boxes below, create one of your ads. Remember, you can always create more ads later. [Tips on writing great ads.](#)

|                 |   |   |
|-----------------|---|---|
| Ad type ?       | Text ad   | These ad preview layouts might be different than what you see on Bing c<br>more   |
| Ad title ?      | Want Whiter Teeth?<br>7 characters remaining  | Side ad:  |
| Ad text         | Deal The Frightening Truth About Teeth Whitening Products<br>3 characters remaining                           | <b>Want Whiter Teeth?</b><br><a href="http://www.teethwhitening4you.com/">http://www.teethwhitening4you.com/</a><br>Click To Reveal The Frightening Truth<br>About Teeth Whitening Products                       |
| Display URL     | <a href="http://www.teethwhitening4you.com/">http://www.teethwhitening4you.com/</a><br>1 characters remaining | Mainline ad:  |
| Destination URL | 019ods5ppo9ofgi50521bj96.hop.clickbank.net/?tid=BING<br>963 characters remaining                              | <b>Want Whiter Teeth?   teethwhitening4you.com</b><br><a href="http://www.teethwhitening4you.com/">http://www.teethwhitening4you.com/</a><br>Click To Reveal The Frightening Truth About Teeth Whitening Products |

So Ad Type will always be Text Ad.

**Ad Title:** I always like asking a question...

In this example I used: Want Whiter Teeth?

Other types of titles can be pointing out their problem...

Which in this case would be:

Have Yellow Teeth? ...OR

Embarrassing Teeth?

**Ad Text:** I simply got this from the headline on the sales letter...

The image is a screenshot of a teeth whitening advertisement. The top half features a blue background with white sparkles and a close-up of a person's mouth showing bright white teeth. The text "Teeth Whitening 4 You" is written in a blue, outlined font. The bottom half has a white background with red text. The text reads: "DENTISTS HATE HER!" followed by "Former Dental Nurse breaks ranks to reveal the frightening truth about teeth whitening products".

Teeth  
Whitening  
4 You

**DENTISTS HATE HER!**  
**Former Dental Nurse breaks ranks to  
reveal the frightening truth about  
teeth whitening products**



**Money Making Note:** You can get SO many ideas from the sales letters...

Teeth Whitening 4 You can be a title...

Another could be: Dentists Hate Her!

So be sure to skim over sales letter for inspiration when creating an ad.

**Display URL:** Simply use the URL of the sales letter...

Don't ever deceive the person and use something else un-related.

**Destination URL:** This will be your affiliate link.

**Teeth Whitening 4 You ~ New Top Seller For 2015!**  
Affiliates Earn \$4478 In Just 7 Days After Launch! (proof In  
Affiliate Area) ~promote This 100% Original Product While Its Hot ~  
Huge Market Potential With Zero Competition & Cheap Traffic ~  
Affiliates Goto: [www.teethwhitening4you.com/affiliates.php](http://www.teethwhitening4you.com/affiliates.php)

Avg \$/sale  
**\$22.22**

**PROMOTE**

  
[Add To Favorites](#)

---

**Stats:** Initial \$/sale: **\$22.22** | Avg %/sale: **75.0%** | Grav: **17.41**  
Cat: **Health & Fitness : Dental Health**

Click on the PROMOTE button...

After doing that, you should get taken to a page that looks like...

## Affiliate Program: Promote Products for 'TEETHW4YOU'

You can earn 75.0% for each paying customer you refer to this product. For details please see the details page (one):

Account Nickname:

Tracking ID (Optional):

CREATE

Your account nickname is where your account nickname goes (obviously)...

Then for Tracking ID I like to put Bing...

That way I can distinguish where all of my sales in Clickbank come from.

Then you click CREATE and this page will appear...

### Affiliate Program: HopLink for 'TEETHW4YOU'

Close

ClickBank pays you 75.0% when you sell TEETHW4YOU's product. To refer a customer send them to this domain name:

<http://ef779sufzhfu5ybpn6090wccwz.hop.clickbank.net/?tid=BING>

Copy the following HopLink HTML code and add it to your web page:

`<a href="http://ef779sufzhfu5ybpn6090wccwz.hop.clickbank.net/?tid=BING" target="_top">Click Here!</a>`

**WARNING:** Due to the possibility of transcription errors, we recommend copying the HopLink from this page instead of typing it manually. To copy the HopLink, click on the text of the HopLink and either right click and select copy or hit Ctrl-C.

This HopLink has been encrypted by HopLink Shield. It represents an encrypted version of the traditional HopLink format of <http://affiliate.vendor.hop.clickbank.net>.

English



What is this?

Small

SAVE

CLOSE WINDOW

The link on the TOP is the one you use, copy that.

Once you have it copied, paste it into your destination URL.

So when it is all done, here is what that section looks like again.

#### Create an ad

In the boxes below, create one of your ads. Remember, you can always create more ads later. [Tips on writing great ads.](#)

|                 |   |   |
|-----------------|---|---|
| Ad type ?       | Text ad   | These ad preview layouts might be different than what you see on Bing c<br><a href="#">more</a>   |
| Ad title ?      | Want Whiter Teeth?<br>7 characters remaining  | Side ad:  |
| Ad text         | veal The Frightening Truth About Teeth Whitening Products<br>3 characters remaining                           | <b>Want Whiter Teeth?</b><br><a href="http://www.teethwhitening4you.com/">http://www.teethwhitening4you.com/</a><br>Click To Reveal The Frightening Truth<br>About Teeth Whitening Products                       |
| Display URL     | <a href="http://www.teethwhitening4you.com/">http://www.teethwhitening4you.com/</a><br>1 characters remaining | Mainline ad:  |
| Destination URL | 019ods5ppo9ofgi50521bj96.hop.clickbank.net/?tid=BING<br>963 characters remaining                              | <b>Want Whiter Teeth?   teethwhitening4you.com</b><br><a href="http://www.teethwhitening4you.com/">http://www.teethwhitening4you.com/</a><br>Click To Reveal The Frightening Truth About Teeth Whitening Products |

I told ya this stuff is easy...

Let's move onto the next section.

This section is all about keywords...



And I've come up with 3 awesome ways of doing this.

The first way is to simply search with Bing itself.

So you will click on Research Keywords then...


Find keywords containing a word or phrase


## Choose your keywords

Bid type  Keywords 

Enter keywords **Research keywords**

Search for a keyword, and then select one or more keywords and match types. [Not sure which match type to use, or how to add negative keywords? Learn more](#)

Find keywords containing a word or phrase 

teeth white 

| <input type="checkbox"/>            | Keyword                     | Searches last month |
|-------------------------------------|-----------------------------|---------------------|
| <input type="checkbox"/>            | opalescence teeth whitening | 1,117               |
| <input checked="" type="checkbox"/> | whiten teeth                | 824                 |
| <input checked="" type="checkbox"/> | white teeth                 | 623                 |
| <input checked="" type="checkbox"/> | whitening teeth             | 469                 |
| <input checked="" type="checkbox"/> | tooth whitening             | 336                 |
| <input checked="" type="checkbox"/> | teeth whitening kits        | 301                 |
| <input checked="" type="checkbox"/> | whiter teeth                | 274                 |
| <input checked="" type="checkbox"/> | get white teeth             | 184                 |
| <input checked="" type="checkbox"/> | get whiter teeth            | 99                  |
| <input checked="" type="checkbox"/> | whiten teeth fast           | 93                  |
| <input checked="" type="checkbox"/> | dental whitening            | 77                  |

☒ Broad ☒ Phrase ☒ Exact ☒ Content

| Keyword | Type | Bid (USD) |
|---------|------|-----------|
|---------|------|-----------|

As you can I typed in 'teeth white'...

So then I checked off all of the keywords that I want to use...

Then you would scroll down a little (not shown) and click 'Add'

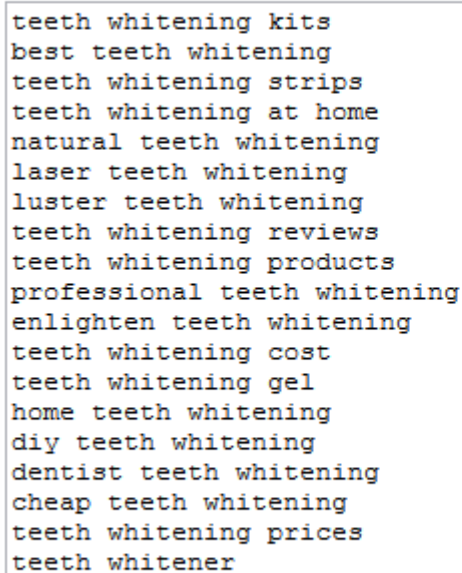
**Money Making Note:** Don't worry about what the bids are at the time.

So after that, you can type in other related keywords...

Whiter teeth, get white teeth, teeth whitening kit, etc.

The 2<sup>nd</sup> way is to search the affiliate page, and guess what you might find...

## Sample Pay Per Click Keywords



- teeth whitening kits
- best teeth whitening
- teeth whitening strips
- teeth whitening at home
- natural teeth whitening
- laser teeth whitening
- luster teeth whitening
- teeth whitening reviews
- teeth whitening products
- professional teeth whitening
- enlighten teeth whitening
- teeth whitening cost
- teeth whitening gel
- home teeth whitening
- diy teeth whitening
- dentist teeth whitening
- cheap teeth whitening
- teeth whitening prices
- teeth whitener

**Note:** For More Keyword Variations you can use the [Google AdWords Keyword Planner](#)

Would you look at that?

They want you to make money so much that they actually help you out.

So you can copy and paste all of those into where you just were...

The only difference is that you will click on the 'Enter keywords' tab...

That is shown in the picture on the next page.

## Choose your keywords

Bid type ?

Keywords



Enter keywords

Research keywords

Type or paste keywords here - separated by commas, or one keyword per line.

kor teeth whitening  
teeth whitening home remedies  
how much does teeth whitening cost  
peroxide teeth whitening  
teeth whitening methods  
teeth whitening price  
best teeth whiteners  
teeth whitening gels  
teeth whitening survey  
top teeth whitening products  
teeth whitening for sensitive teeth  
instant teeth whitening

Copy and paste those keywords in and hit add.

Alright, so that's not always going to happen where you can get keywords...

Which is why there is 1 more method...

### [Google Keyword Planner](#)

You'll need a free account which is easy to sign up for...

So I'm just going to show you exactly what you need to do.

On the main page, you are going to want to click on...

Search for new keyword and ad group ideas.

## Keyword Planner

Plan your next search campaign

### What would you like to do?

- ▶ Search for new keyword and ad group ideas
- ▶ Get search volume for a list of keywords or group them into ad groups
- ▶ Get traffic forecasts for a list of keywords
- ▶ Multiply keyword lists to get new keyword ideas

Once you click on that simply enter 2 or 3 keywords to get more ideas...

## Keyword Planner

Plan your next search campaign

### What would you like to do?

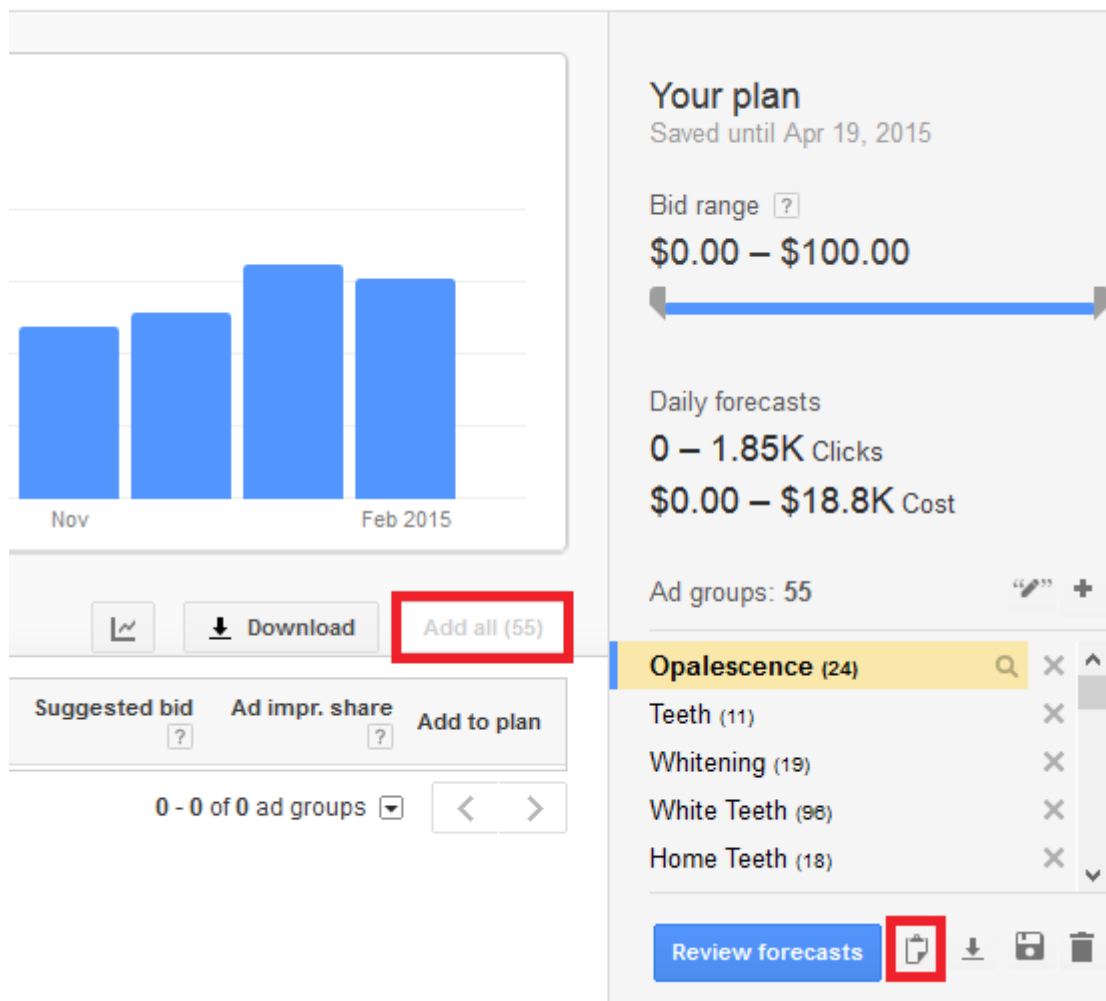
#### ▼ Search for new keyword and ad group ideas

Enter one or more of the following:

Your product or service

white teeth  
teeth whitening kit

Don't worry about anything else then click on Get ideas



Then you are going to want to click on Add all (in red on left)...

Then click on the copy simple (in red on right)...

And you can copy those to notepad.

You now have a TON of keywords to put back into your campaign.

**Note:** Be sure to copy and paste anywhere from 50-100 into Bing at a time...



I've noticed if you do more, it can freeze (which is annoying).

Aside from that, the more keywords you use better campaign the better!

Strive for a least a few hundred for best results (you'll see why soon).

Now that you have all of your keywords...

Scroll down to the bottom and click 'Save'.

### Bids, targeting and advanced settings

#### Set bids ?

Search network bid (USD)

Content network bid (USD)

#### Targeting options

##### ^ Advanced targeting options

When, to whom, and on what devices do you want to show your ads?

[Ad schedule](#) All days, all hours ?

[Demographic](#) Both genders, All ages ?

Ads will show on all devices ?

#### Advanced settings

##### ^ Ad distribution ?

Where on the internet do you want to show your ads?

☒ Search network

☒ All search networks (Bing and Yahoo! search and syndicated search partners)

☐ Bing and Yahoo! search (owned and operated) only

**i** This option only applies to websites in certain locations. [Learn more](#)

☐ Bing and Yahoo! syndicated search partners only

**i** This option only applies to websites in certain locations. [Learn more](#)

☐ Content network

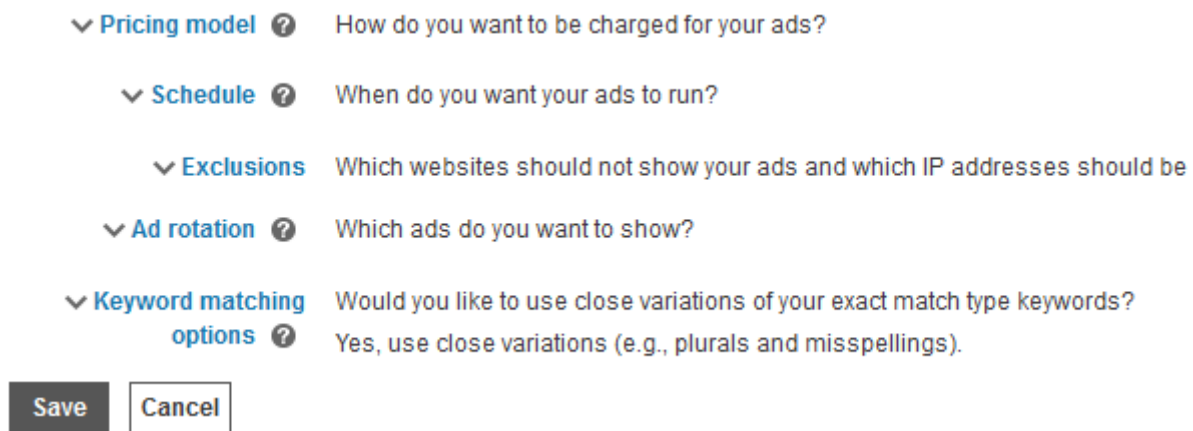
**i** This option only applies to certain countries/region. [Learn more](#)

The only thing you need to do here is Uncheck 'Content network'

This will automatically take away the content network bid.

*(it's not as quality of traffic which is why we won't be using it)*

After that, you want to scroll down and click on Save and you're ALMOST done!

A screenshot of the Google Ads campaign settings page. It shows a list of expandable sections: 'Pricing model' (How do you want to be charged for your ads?), 'Schedule' (When do you want your ads to run?), 'Exclusions' (Which websites should not show your ads and which IP addresses should be), 'Ad rotation' (Which ads do you want to show?), and 'Keyword matching options' (Would you like to use close variations of your exact match type keywords? Yes, use close variations (e.g., plurals and misspellings)). At the bottom, there are two buttons: 'Save' and 'Cancel'.

You are going to be taken back to the main Campaign page...

You want to immediately click on your campaign link (Teeth Whitening)...

Then click on Keywords...

As shown in the picture on the next page.

[All Campaigns](#)

## Campaign: Teeth Whitening

Status: Enabled Budget: 5.00/day Locations: Australia, Canada and 3 M

**Ad Groups** Settings Ads Keywords Ad Extensions



**Create ad group** Edit Details Export All ad g

| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Ad group    | Delivery ? |
|--------------------------|-------------------------------------|-------------|------------|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Ad group #1 | Eligible   |

After you click on Keywords, 2 things need to happen...

## Campaign: Teeth Whitening

Status: Enabled Budget: 5.00/day Locations: Australia, Canada and 3 More...

Ad Groups Settings Ads **Keywords** Ad Extensions Product Targets

View: **Keywords**

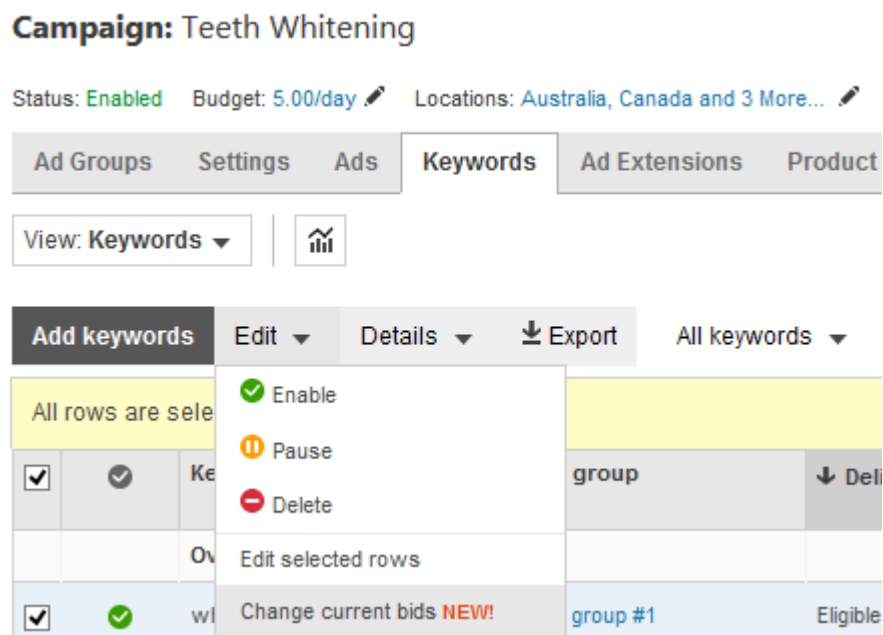
**Add keywords** Edit Details Export All keywords Columns

| All rows on this page are selected (200). <a href="#">Select all rows on all pages (513)</a> |                                     |                              |             |            |
|--|-------------------------------------|------------------------------|-------------|------------|
| <input checked="" type="checkbox"/>  | <input checked="" type="checkbox"/> | Keyword                      | Ad group    | Delivery ? |
|  |                                     | Overall total - 513 keywords |             |            |
| <input checked="" type="checkbox"/>  | <input checked="" type="checkbox"/> | whitening your teeth at home | Ad group #1 | Eligible   |

Click on the Select All check mark shown on the left...

Then click on the 'Select all rows on all pages' link.

What that does is select EVERY keyword that you have and from there...



Click on Edit then 'Change current bids'...

From there you will type in 0.05 (YES only 5 cents!)

And then click Save and your campaign is now complete... kind of?

## Advanced Targeting

The thing with Bing is that you basically need to create your campaign...

Then go back to the settings to fix it.

So let's do that, while still in your campaign, click on Settings.

## Targeting options

^ Advanced targeting options When, to whom, and on what devices do you want to show your ads?

Ad schedule All days, all hours ?

Demographic Both genders, All ages ?

Increase my bid to improve the chance of my ads showing to specific genders

| Gender | Bid adjustment |     |   |
|--------|----------------|-----|---|
| Male   | Increase by    | 100 | % |
| Female | Decrease by    | 90  | % |

Increase my bid to improve the chance of my ads showing to certain age groups

| Age     | Bid adjustment |   |   |
|---------|----------------|---|---|
| 18 - 24 | Increase by    | 0 | % |
| 25 - 34 | Increase by    | 0 | % |
| 35 - 49 | Increase by    | 0 | % |
| 50 - 64 | Increase by    | 0 | % |
| 65+     | Increase by    | 0 | % |

Here is an example of increasing male and decreasing female...

And is important to do if your offer is gender specific.

The same goes with age (but it all depends on your offer).

Aside from everything else in the settings tabs, this is the most important.

You can mess with mobile device if you like...

But FINALLY, you have now finished your campaign...

Just be sure to click Save on the bottom of the page!

## **Module 4: Maximized Profits**

This section is going to be quick and easy...

All because I have shown you how to setup a campaign...

But not only that, this section is ALL about putting in more money...

And getting a ton back in return.

Once your campaign starts running...

You are going to notice that some keywords get traffic and some don't.

What you want to do is start deleting some keywords doing nothing...

And the top keywords, what you can do is create new campaigns for them.

So let's say the keyword 'teeth whitening kit' was going well.

You would create an entire new campaign around only that 1 keyword.

The only differences?

Here is the first one...

## Affiliate Program: Promote Products for 'TEETHW4YOU'

You can earn 75.0% for each paying customer you refer to this product. For one):

|                                       |  |
|---------------------------------------|--|
| Account Nickname:                     | <input type="text" value="yourid"/>            |
| Tracking ID (Optional):               | <input type="text" value="teethwhiteningkit"/> |
| <input type="button" value="CREATE"/> |  |

You want to put your keyword in the Tracking ID...

That way you know which keyword is bringing in sales for you!

Pretty genius, right?

So aside from doing that...

You want to base your Ad Title around your keyword.

So instead of Want White Teeth...

It would be: Teeth Whitening Kit.

Last but not least, you can bump up your spending on your bid keyword...

AND on your daily budget...

So if you were bidding \$5 per day... do \$10...

If you were bidding .05 on your keyword... bid .10!

The thing with Bing is that scaling isn't the fastest in the world...

However, it allows you to *spend a minimal amount to make maximum profits.*

It really doesn't get any better than this...

I mean seriously...

Where else can you get targeted buyer clicks for only 0.05?

*No where else.*

## **Outroduction**

So here we are at the end (almost)...

Did you think this was going to be like pulling teeth?

*Because it definitely isn't.*

Let's look at everything we went over quickly.

In the first module we looked over signing up to get paid...

This step is easy as hell so do not avoid it, it needs to be done.



Next we talked about the types of offers to promote...

Which includes lead generation / email / zip and of course sale offers.

Then I walked you step-by-step how to set up a campaign...

And of course, the tiny tweak you need to scale up your campaign.

Like I've said many times before: *Simple works*.

Don't make this any more complicated than it needs to be.

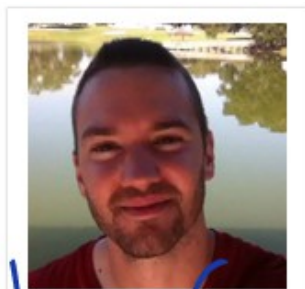
And like I've also said many times before...

The only way to fail is by simply giving up...

And I know you're not going to do that since you've seen the power of this.

Here's to helping you make a ton of money...

Thanks for being an awesome customer.



James Canzanella

## Frequently Asked Questions

Here's a list of the most pressing questions you might be wondering.

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*Question:* How long until I see clicks coming through?

*Answer:* That greatly depends on your niche and keywords. There are a lot of keywords that won't get any clicks because of their competition, while there are many awesome keywords people aren't targeting that will get clicks.

Either way, follow the steps and see where you are after an hour or so.

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*Question:* Should I ever raise the bid of certain keywords?

*Answer:* Yes, as stated above, many won't get exposure for only 5 cents. Raise the bid of specific keywords slowly to 10 cents and go from there.

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*Question:* How many keywords should I use per campaign?

*Answer:* The more the merrier because you are simply collecting data when you first start your campaign. I've used as few as 100 and as many as 1,000.

*Question:* How quickly does it go through my budget?

*Answer:* It's actually really, really slow (if you are bidding 0.05). In fact, you probably won't even come close to using \$5 in one day. That's the good thing about this system, you can do so much with such a little amount of money.

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*Question:* So scaling ultimately comes down to ...?

*Answer:* Raising up the bids of specific keywords, making specific campaigns for the keywords, and then raising your daily bid.

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*Question:* Can I create more than one ad per campaign?

*Answer:* Glad you asked that, and yes you can! Click on your specific campaign then click on the tab 'Ads'. From there you can click on your ad then click 'Save and create another' which will allow you to create more. I like to create up to 3 of them to see which gets more clicks.

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*Question:* Why aren't most systems as step-by-step like yours?

*Answer:* Wish I could tell ya, and thanks for that!