

## By Andy Ashish Anand and Billy Darr



Hey, first of all , thank you for purchasing this amazing course. I hope you will follow the process in this course that could possibly lead you to the financial freedom that you are looking for. After you go through this report and follow the system then you should be able to make a consistent income promoting CPA offers

I will get straight to the point ..

SO LET'S GET STARTED

In this course you will learn the following:

- How I came across this amazing CPA commission Machine system
- The fundamentals that you must apply for this system to work
- How to apply this system to get \$300-\$500/day quickly
- How to get traffic and make money

## Introduction

Cost per action (**CPA**), sometimes known as pay per action (PPA) and cost per conversion, is an online advertising pricing model where the advertiser pays for each specified action - for example, an impression, click, form submit (e.g., contact request, newsletter sign up, registration etc.), double opt-in or sale.

You generate traffic from one or more sources which you then send to an offer. The offer is usually for a free trial or free gift that the customer can get by filling out a survey or similar. In most cases, the company that has created the offer requires the customer to opt in or fill out their address before they pay you for that lead. Once they've done that, you get your payment. Simple!

One of the reasons CPA marketing attracts affiliate marketers such as yourself, is because it's effective, powerful and differs from traditional affiliate marketing in that you don't need to get customers to buy anything. In some cases, if they do, you get a nice commission bonus, but you get commission for getting people to enter and submit some simple info, like their email address.

Before I learnt this system, I was struggling to make \$100/day with CPA.

I was getting traffic but the conversions were very low around 0.5%. I was driving traffic to my offer but the conversions were very low.

But after applying this system my conversions went to 2%-3% immediately. This meant that I was making 4-5 times more money than before and that helped me to reach my \$100/day income in CPA.

What most CPA marketers do is that they direct the traffic directly to the offer. They do not build their list. So when traffic comes to the offer directly, it's either they buy or they leave. If they buy then you get paid, if they don't then you get nothing.. right ??

They also promote the wrong kind of offers where they get paid \$0.50 - \$1.00.

This is a very low amount to get paid because the effort required to set up the campaigns is not worth this amount.

## TO MAKE \$300-\$500 PER DAY

1. You should not promote low paying offers
2. Only high paying offers will justify the amount of effort you put to get the results
3. Engagement is the main key. You will need to try to engage more with your traffic in order to get maximum results.

Here is the real secret to CPA riches

1. This system is used by all the top CPA marketers.
2. As you must have heard this saying that the money is in the list. So you need to build a list to whom you can market over and over again.
3. The person who buy one product from you will also buy more product from you in future.
4. You will need to engage with your traffic so they feel valued. So they don't feel that they are offered another product by a greedy marketer who just wants to sell crap to make quick money.
5. You will need to promote the right products , like in Lifestyle niches. For example health and fitness, real estate. Niches in which people spend money on .

So the main point in this system is to engage with your prospects and make more money. Make no mistake , these are super techniques that is used by top marketers to make massive amount of money by promoting CPA offers. Now, how do we engage with our prospects. It is very simple, let me show you.

It is by creating a super landing page. Below is a screenshot of a CPA offer landing page.

**Companies Need You To Try Top Anti-Wrinkle Creams For Risk FREE!**

Answer 6 simple questions to see if you qualify for a risk free trial:

**Question 1 of 6**  
Select Your Gender:

☐ Male  
☐ Female

**Question 2 >>**

**Why is knowing your gender important?**  
Making your gender is important because there are consistent differences between men and women's skin. After puberty, Androgen stimulation causes men's skin to have a rougher texture and be about 25% thicker than a woman's. Many companies design their products specifically for men or women, so for best results each only select and apply products due to your specific gender needs.

Companies want you to try their products before you buy.  
Risk-Free: all products are safe  
Just pay a small postage charge

**Testimonials:**

- "I can't believe if I applied to 2 trials and got \$150 of skin cream free!" - Mary
- "My trial arrived so quickly and my skin is thanking me!" - Rachel

You can notice that they are asking you to fill up a survey for you to receive your free trial product. It looks tempting, isn't it? Now after filling the 6 survey question and hitting the submit button, the customer is given a choice to choose their free trial product (below is the pic for reference).

**Success!**  
Your submission has been approved! You will now be accepted to try any of the following products.

Apply for **ONE** of the following deals:

**Better Than Botox?**  
Botox Active Eye Gel is a revolutionary anti-wrinkle and anti-aging eye gel developed by women for women. Backed by 10 years of scientific research and clinical trials. Originally developed by a cosmetic nurse the (Dermatology) of Pasadena, it is a fully product of an effort to find a cure for skin care. Years of clinical trials showed that the Botox Active Eye Gel is a natural, safe, and showed some natural side effects.

Retail Price:	Your Price:	Shipping:
\$74.95	Risk Free Trial	\$5.00

**Select a**

**Reveal Your Beauty, Not Your Age**  
Dermatologist skin aging skin formula contains advanced scientifically proven ingredients, including a face lifting peptide. Clinically proven to lift and improve the appearance of the face and wrinkles. It will keep your skin healthy, hydrated and youthful.

Retail Price:	Your Price:	Shipping:
\$159.98	Risk Free Trial	\$2.95

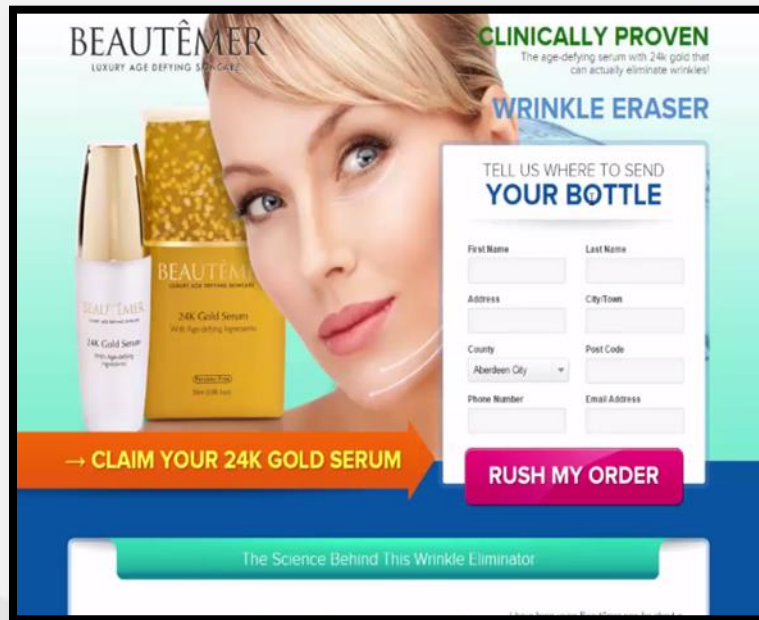
**Select a**

**[Bonus] Source Garcinia Cambogia**  
Garcinia is a well known natural ingredient that has been used by experts and is considered to be 100% safe. The active compounds of Garcinia Cambogia helps the individual to lose weight their unwanted pounds of body fat. As soon as you start using this formula you will be able to observe the results within a short time span of time.

Retail Price:	Your Price:	Shipping:
\$89.99	Risk Free Trial	\$4.95

**Select a**

In this they are given 3 choices to choose their free trial product. Once the product is selected then they are redirected to a squeeze page asking them to enter their Shipping address and email id



This is the beauty of this system. So the CPA commission Machine system can be summed up in this way:

1. Creating a landing page that is asking the customer to complete the survey to receive recommendation for a free trial product.
2. The visitor fills up the survey and this engagement increase the chances of them buying the product by 10%
3. At the end of the survey .. the visitor is shown product tailored to their needs
4. You get free leads, to whom you can market your product over and over again.

The main trick here is to drive the traffic to a landing page first, where after filling in their details, they are directed to the offer. So in this case , even if they don't buy the product, you atleast get their email and build your list. This way you can market them your products over and over again because they are in your subscribers list.

You can create these landing pages at [www.instapages.com](http://www.instapages.com).

This is the one that I use to create my money making landing pages. They offer 30 days free trial. Here are few links that would help you to create landing pages on instapages

<https://www.youtube.com/watch?v=40sCfgQzFt4>

<https://www.youtube.com/watch?v=nFkZ0Ft6xNk>

# Popular CPA Networks With High Payout Offers in 2015

GO TO THESE WEBSITE AND REGISTER FOR AN ACCOUNT WITH THEM. IT IS A VERY EASY PROCESS. IN THE LATER PART I WILL SHOW YOU ON HOW TO GET ACCEPTED BY THESE NETWORKS.

## PEERFLY

[www.peerfly.com](http://www.peerfly.com) is currently seen as the **top CPA network** online with over 2000 live offers and guaranteed top payout, accelerated payment options, rewards programs, contest, free training and tools. With amazing over 5 million conversions and 60 thousand active publishers in 165 countries. No monthly fee. Here you will be able to find different kinds of offers with high rate of conversion. They offer timely net 30, net 15 and even weekly payment. The payment methods are Paypal, Payoneer, Postal Check, or Bank Wire. Peerfly is the cpa network I'm currently working with, and can assure you that they are the best in the industry. And a must join for any serious publisher or advertiser.

## MAXBOUNTY

[www.maxbounty.com](http://www.maxbounty.com) offers a unique and original experience when it comes to affiliate marketing forums, packed with features that will quickly have you immersed in its community. These include support for newbie's focus on untapped niches, advanced tutorials, monthly newsletters, podcasts, interviews, and inventive design features to improve their members experience.

## CLICKBOOTH

[www.clickbooth.com](http://www.clickbooth.com) is among the top 10 cpa networks online. It is one of the top cpa networks that allow their publisher to earn as much as possible. It is a cpa network that cares about the success of its members by making sure they receive a very good payout and also offer them the required tools to accelerate their success.



## NEVERBLUE

[www.neverblue.com](http://www.neverblue.com) is one of the trusted performance marketing company that connects advertisers with their targeted audience through their extensive publisher base. They have grown beyond their hometown of Victoria, British Columbia to international offices in Los Angeles, Hong Kong, and London with more than 150 employees. Their website displays advertising search engine marketing, mobile platforms, lead generation and e-mail marketing are available around the world and generate more than five million conversions every month. Neverblue and their pulse Mobile and Neverblue adZerve business are part of Los Angeles based GlobalWide Media. Together, the GlobalWide family provides the complete suite of digital marketing services for advertisers, agencies and publishers.

## MATOMY

[www.matomy.com](http://www.matomy.com) is a top **cpa network** that was established in 2007 with a long history in performance marketing, stemming from start-up root and growing into a leading, multinational company with 390 employees worldwide. They serve a gateway to all digital channels on Web, social and mobile platforms, focusing on driving revenue and results for their publishing partners and advertising clients.

## W4

[www.w4.com](http://www.w4.com) is a cpa network that was founded by cpa marketing pioneers to bring a higher level of performance to the affiliate network industry. They have been recognized by a many organizations for their innovation and quick growth which they do through serving as a point of links between leading advertisers and successful, high quality publishers across existing and the latest emerging online channels. And through serving the advertisers and publishers with the current tracking and quality assurance technology, proven conversion-enhancing optimization, and expert, one-on-one support to increase their success.



## Affiliateventuregroup

[www.affiliateventuregroup.com](http://www.affiliateventuregroup.com) is one of the top cpa networks that unlock the power of data, communication and transparency to earn money online advertising better. They make their customers heroes every day, through driving outstanding results.

## Adscendmedia

[www.adscendmedia.com](http://www.adscendmedia.com) is one of the top cpa networks where you can monetize your website, apps, music, eBooks, files, and other original content with their innovation Adlock technology. They have an Adwall technology gives consumers way to earn digital goods, perks, and services through advertiser sponsored offers. Members can gain access to hundred of both domestic and international offers in a variety of verticals.

## CPAlead

[www.cpalead.com](http://www.cpalead.com) is one of the top cpa networks that has been an affiliate network for more than 9 years. They have top offers in major verticals including mobile Apps, Health and Beauty, Auto Insurance, Debt Consolidation. Mortgage Products, Health Insurance, and more. Member can receive bonus points as you earn and redeem rewards such as T-shirts, Trophies, Medals, and more. They also provide publishers with daily lotto ticket that gives them a chance to win more.

## Convert2media

[www.convert2media.com](http://www.convert2media.com) is a traditionally invite based cpa network. They work assiduously to make sure publishers have the required tools and resources to achieve success. You must take the application process seriously and provide them with correct information as to what you hope to achieve with them. Every application is manually reviewed by their compliance team prior To contacting them. And also take note of your App I'd because it will let you to continue where you left off in case of an unexpected browser crash or power failure

## Adknowledge

[www.adknowledge.com](http://www.adknowledge.com) is a digital advertising technology company that specializes in assisting demanding clients get ROI from their digital media spending- in a brand safe way, at scale. It runs media campaigns in one of the fastest growing highest volume, most complex areas of digital advertising. They reaches an audience of over 1 billion people worldwide and offices all over the

world with their account managers speaking over 27 languages. It is among cpa networks that offer digital marketing to brands, agencies, publishers and developers in more than 32 countries.

### CPAWay

[www.cpaway.com](http://www.cpaway.com) is a cpa network that changes the way online marketing is done. Their approach is very simple. They are among the top cpa networks online with good payouts.

**You need to register and be accepted into the CPA networks before you can begin promoting their offers, so it's important that you understand how to properly apply so that you have the best chances of being accepted into those networks.**

1. Set up a business website and make it look professional. You can buy domains for around \$10, and can get a good hosting package for around \$5- \$7 per month.
  - a. Nowadays, many CPA networks want to see a business website, so they know you're not some "fly-by-night" operation or somebody 11 that has no idea of what he's doing and just jumped into CPA marketing.
  - b. I would recommend using WordPress to set up a site in as little as 2-3 hours. This isn't a WP course or e-book, so I'm not going into details about that, but there are a few courses available online (some free and some paid) that can help you get a website up.
2. Set up a professional email address. Using a free Gmail, Yahoo or Hotmail is not professional. Depending on the type of hosting package you buy, you can get at least 5 email addresses (many times unlimited email addresses) for each domain you own. Something like "Affiliate@XYZDomain.com" or "AffiliateManager@XYZDomain.com" is good and looks professional.
3. When asked for a business phone, I typically give my cell phone number. Please make sure you're being professional. I can't tell you how many times I've called someone for business purposes and they either use the generic voicemail greeting or have some rap song as the message or playing in the background.
  - a. Keep it simple. "Hi, you've reached [YOUR NAME], I'm not available at the moment but please leave a message and I'll return your call as soon as possible."
4. If they ask you how you generate traffic, your answer should be that you do PPC, media buying & mobile ads (more on mobile ads in CPA Hunter volumes II & III).
  - a. Tell them you are able to generate a lot of targeted traffic through your PPC and media buying strategies.
  - b. If they ask about experience, tell them you have 2+ years' experience in internet and affiliate marketing. I'm not a fan of misstating or lying about experience, but you don't

want to look like a total newbie. c. Occasionally, some CPA networks want to see what kind of numbers you've generated and what your CTR (click-through-ratio) as well as conversions are. In those cases, it's best to skip those networks and come back to them down the road.

5. If they ask about what offers you promote or verticals, you should state that you focus on health, business opportunity, ringtones and any currently trending topics. They may ask about other CPA networks you've worked with, but likely not.

## 6. IMPORTANT NOTES:

A) Don't get sidetracked and spend too many hours setting up a website. You can get something simple set up in only a few hours. There are a ton of resources available to help focus on the major things, such as home page, about us or contact us, contact page and 1-2 pages on who you are and what you do. Add a few graphics and a basic, "bare-bones" website is done.

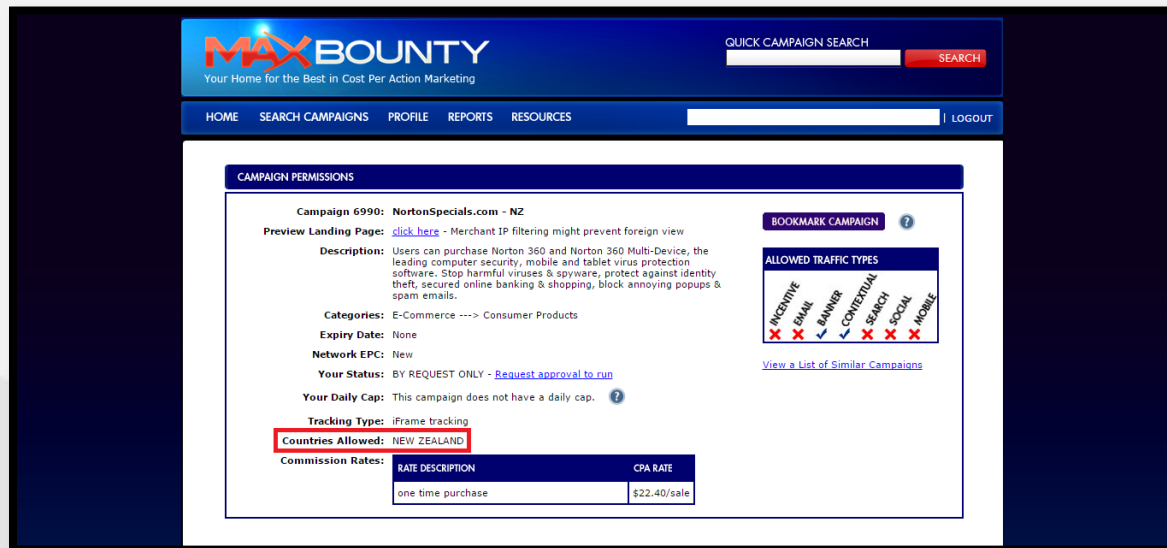
B) If you don't generate significant traffic or revenue within a certain period of time, some CPA Networks may deactivate your account. Don't take it personally – it's business. They don't want to waste time with people who aren't serious. This is also a reminder not to create an account and let it sit for months without any activity.

C) Get to know the affiliate manager from each CPA Network who handles your account. Typically, they send emails (almost every day), which usually has some great information, like hot offers that are converting well or generating a lot of traffic. They can be a great resource, so get to know them well and be courteous to them.

D) Make sure you carefully read the Terms & Conditions or Affiliate Agreement for each CPA network that you sign up with. Violating any of their regulations could result in being banned and losing all commissions. Follow the rules! The above steps will help ensure that you get into most networks. If your application ever gets rejected, simply call them up. That usually works and they're able to approve you over the phone. You won't get accepted into every network, but you'll have enough to start, for now.

## Picking CPA Offers

There is no shortage of CPA offers that you can promote – each CPA network will have dozens of offers (easily over 100), but some won't be as profitable as others. One thing to note is the country that the offer is targeted to. Consider this example:



If you look at the countries allowed, you'll see that only New Zealanders can qualify for this offer. There are ways to direct traffic only from New Zealand to this CPA offer, but you want to understand two things here:

1. You can make good money promoting offers to residents of other countries. If you speak any other language(s) besides English, you can literally make tons of money here, as most affiliate marketers won't be able to do this.
2. If leads from the wrong country submit any information or complete a CPA offer, it won't count and you won't get paid!

How do you know what CPA offers are good? Generally, you want to look at EPC (Earnings per Click) and the quality of the landing page. Some marketers only go for the higher payouts, but if you find a good offer with a good landing page and a high EPC, you may be able to drive significantly more traffic or at the very least, have a much higher conversation rate .

## EPC

Earnings per Click is an indication of how well a particular offer is doing, across the entire CPA network. If you made \$1000 promoting a particular offer and had a total of 1300 clicks, your EPC

would be \$.769 (\$1000/1300), rounded to \$.77 ☒this would be your overall EPC (for that specific offer). If each click cost you \$.20 (20 cents), your profit would be \$.57. This is just an example, and your actual EPC would differ from the EPC of the entire network, but it is usually a good indicator. The higher the EPC, the more profit you are likely to make.

## Landing Pages

The quality of the landing page is also something else to consider:

Is the landing page look professional?

Is it convincing?

Is it clear?

Is it trustworthy?

Here is an example of a landing page that would meet these criteria:



It looks like it was professionally put-together. It's not something somebody threw together quickly. If you were to scroll down further, you'd see that it contains some scientific information and some testimonials.

Is it convincing? Would you be convinced to try this product?

Is it clear? Does it clearly demonstrate what the benefits are or would be?

Is it trustworthy? Does it look like a hyped up sales page or does it seem genuine?

Does the company have a good reputation?

I think you see where I'm going with this. Look at the landing pages and see if it's something where YOU would be comfortable giving your personal information. Make sure you look at them from the customer's point of view. That is the key – look through the eyes of your lead and try to see what they would see and think what they would think when they see a page like this.

I can't stress this enough.

## Landing Page Examples & Critiques

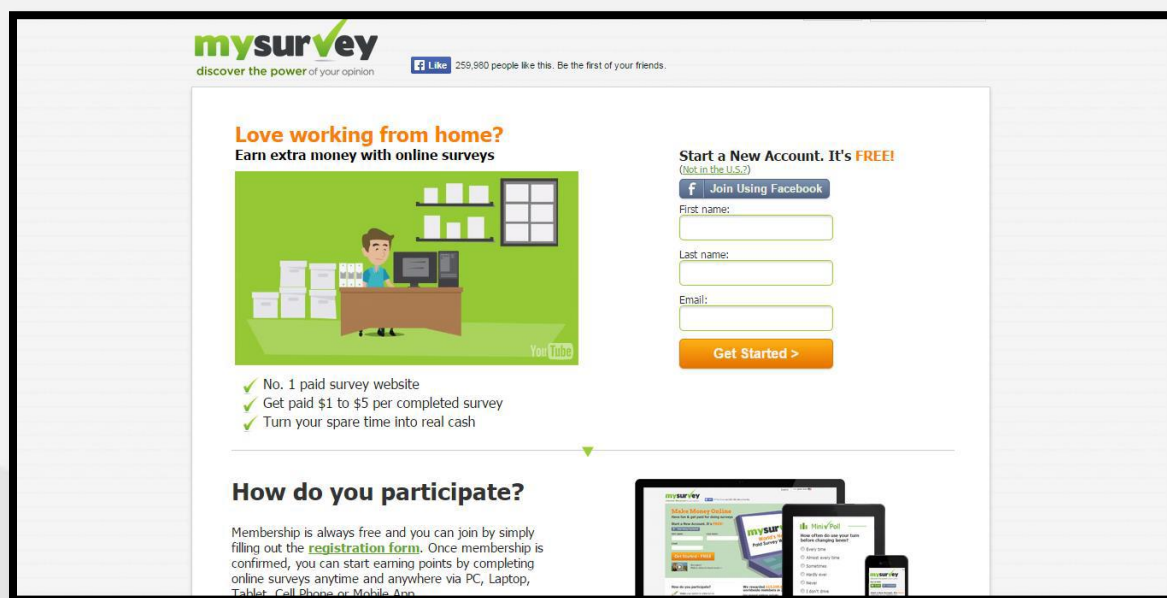
Let's go into the Survey (Work-from-home) niche. What about these two landing pages?

The first is from i-Say:

The screenshot shows the i-Say landing page. At the top, the i-Say logo is on the left, and "Already a member? Sign in" is on the right. The main content area is divided into two columns. The left column features a graphic of gift cards with the text "It's time to start earning rewards!" and "A trendy dress, golf balls, sporting goods, and more could be yours. Take surveys, earn i-Say points and choose the rewards that are just right for you." Below this is a sign-up prompt: "Ready to join the i-Say online survey rewards community? Sign up below!". The registration form is titled "Personal Details" and includes a "Join using Facebook" button. Below the button, it says "Rewards are waiting for you - get started now!" and "We'll never post anything without your permission". The form fields are: "Country of residence" (a dropdown menu with "-- Please select --"), "First name", "Last name", and "Email address". A note below the country field states: "Note: If you select a country outside of the United States, you'll be directed to the registration page for your region." The right column is titled "Share your opinions, choose your rewards." and contains four promotional tiles: "Our surveys: It's time to speak up", "Our polls: Explore polls, create your own", "Our loyalty program: We reward loyalty", and "Our rewards: Rewards just right for you".



The other is from MySurvey:



Notice anything? The i-Say landing page asks for more information from the prospect, but has less information to offer on the landing page. MySurvey has a video and much more information further down the landing page, as you scroll.

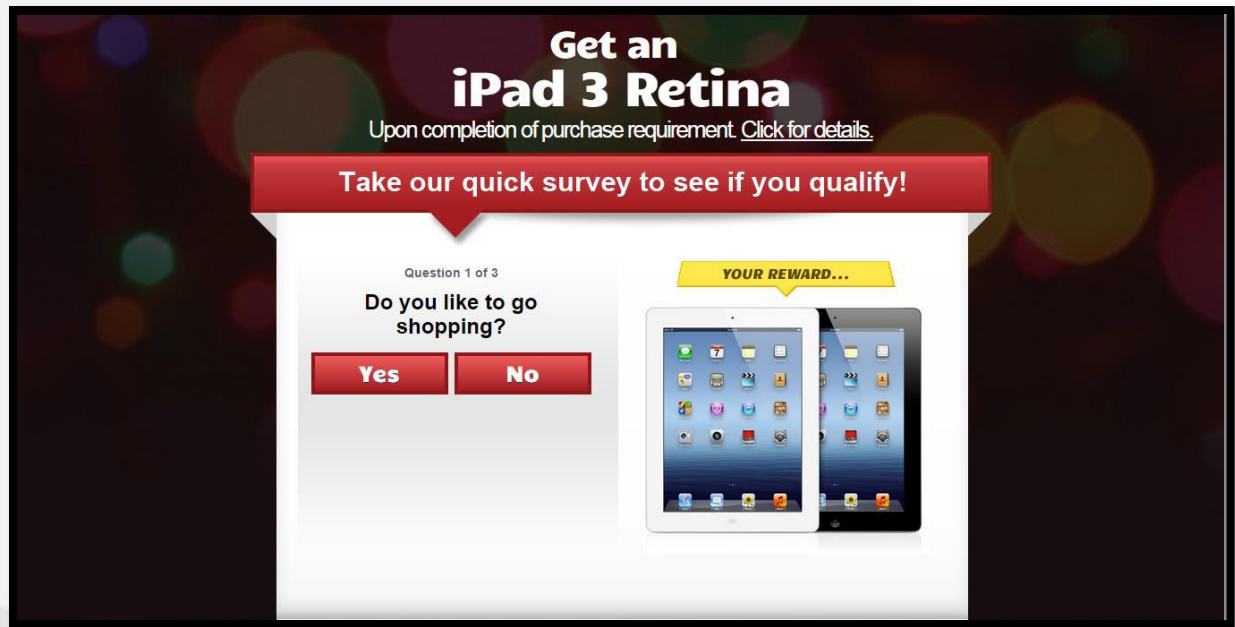
In the first case, the person may have to click around to get the information they want, but in the second, everything is there on the landing page itself, including a nice little video. Which of these do you think your prospect would like better? Which do you think would have a higher conversion rate? Now, I'm not telling you to promote that offer – do your research - but which do you think would be a better offer? Chances are, the second.

Now, you can go to MaxBounty and verify, using the campaign pages for both i-Say and MySurvey. MySurvey has a higher EPC (\$0.73 vs \$0.69 for i-Survey) and both have different payouts. MySurvey has a flat \$3.40 per lead payout, while i-Say has either a \$1.20 or \$4.00 payout, depending on age/gender of the lead. If I were to pick, I would go with MySurvey, on the basis of not just payout, but the strength of the landing page and higher EPC.

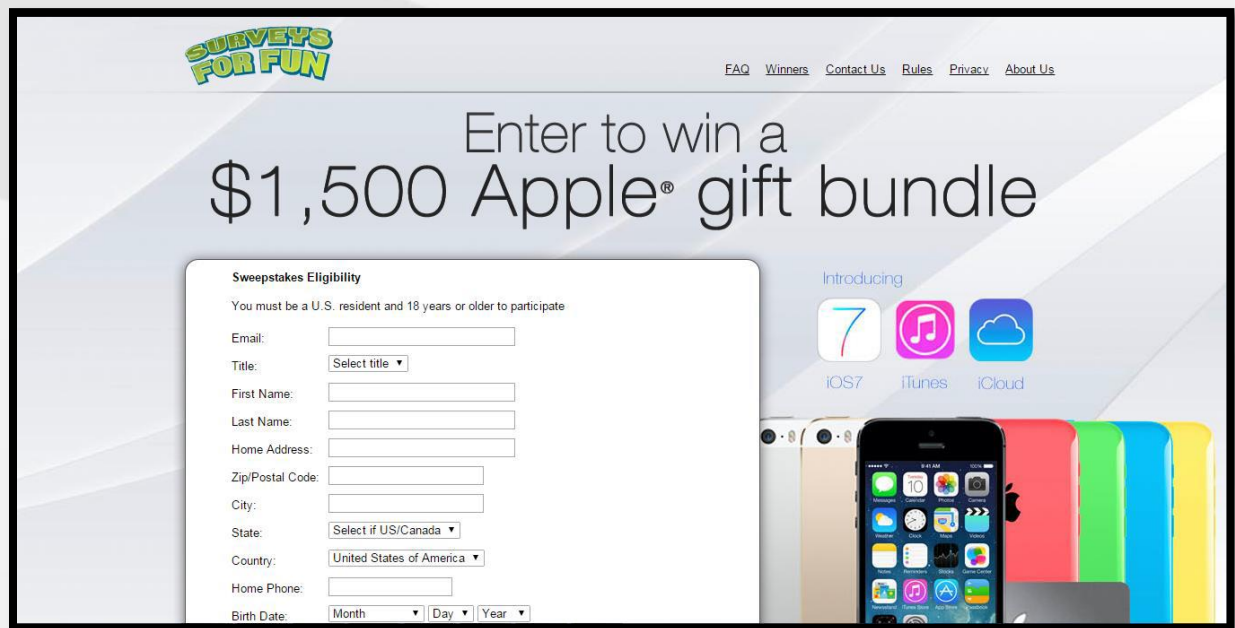
Use your good judgment when deciding which offers to promote in the different niches you pursue. When in doubt – ask someone! Ask your friend, partner, spouse, boyfriend or girlfriend – always get a second opinion.

Here's another example:





The above one is for those interested in the iPad 3. Now look at the page below for an Apple gift bundle



Besides the intense colors of the first landing page, how do these landing pages make you feel? The first has literally no information on it. It forces everyone to start clicking on the survey. What if the prospect has questions or wants to know about privacy?

If you click where it says, “Click for details” it opens a new tab where the prospect has to read a bunch of text (which is a huge turnoff) and they may just click away. The entire site seems too intense and “gimmicky”.

By contrast, the second page is way more relaxed, and has more information – such as a FAQ page, Privacy page and an About Us page. It asks for their information before forcing them to click on any survey. In my opinion, the second is a better landing page. Although the first one has a higher EPC, (\$0.12 vs \$0.04) the second has a better payout (\$2.25 vs \$1.50). One thing to note, the first one has a “Daily Cap”, which is briefly discussed in the next section.

## Other Factors to Consider

### 1. Approval Status

a. Most times, you’ll be approved to promote all offers within a CPA network, as soon as your overall application is approved, but on occasion, some networks require that you apply for certain CPA offers. This usually includes describing your promotion methods. Sometimes, if you aren’t making decent money YET, you won’t be able to promote that offer. Again, nothing personal – they just want to make sure only good, experienced affiliates are promoting this offer AND driving quality traffic; they don’t want to pay out for a bunch of dead leads.

### 2. Daily Cap

a. Some offers have a daily cap – that is, they will cap the number of leads you can send them on a daily basis. Once you hit that number, no more leads will be accepted, and your tracking link will stop working for the remainder of that day.

### 3. Allowed Traffic Types

a. There’s usually a list of traffic types that are approved, such as Mobile, Social Media, Text, Email, Banner, Search, etc. Some networks may dictate what type of traffic will be acceptable for a certain offer. Make sure you follow these rules – breaking them could mean lost commissions, or worse – getting banned from that CPA network. If they don’t allow Social Media - NO Facebook or Twitter links!

### 4. Restrictions

a. Some CPA networks will restrict the types of keywords that Affiliates can use when promoting an offer. Going back to the iPad 3 offer, there are restrictions on using these words: win, winner, free, won, etc. They want to make sure you’re not misleading anyone when you promote certain offers.

This makes sense and it wouldn't be right to promote this as a "Free Apple Giveaway" or "Free iPad", which could mislead prospects into signing up or doing a survey only to get nothing and then complain. Again – make sure you follow the rules – breaking them would mean not getting paid for those leads (at best). At worst, you could get banned.

## 5. Incentives

a. One exception to #4 above is if it allows you to incentivize your offer by including a "free" bonus. If allowed, you can give away almost any types of bonuses, which are incentives for leads to fill out your offer. Your incentives can be software, e-books or any other type of item that you have Private Label Rights (PLR) or resell rights for. I won't be going into PLR here, but there are websites where you can buy the rights to give away or sell certain materials (software, e-books, website templates, etc). You can often use these to incentivize your offers or give as bonuses.

## Traffic – How to get traffic

We are going to talk about one of the biggest source of Traffic **YOUTUBE**.

I will show you how to promote your chosen offer to promote on Youtube for FREE. Let me give you an example offer to promote, and you can model this process on any product that you want to promote.

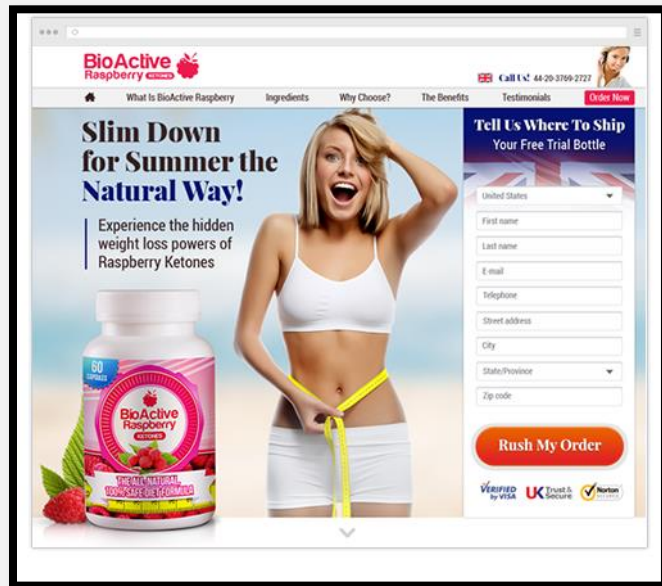
- A) Pick one of the best product to promote ( go through the above contents on how to choose best offers to promote)
- B) Do the keyword research for the product that you want to promote(go through the above contents on how to search for keywords)

OK SO NOW THAT YOU HAVE CHOSEN THE PRODUCT THAT YOU WANT TO PROMOTE AND HAVE THE AFFILIATE LINK. NOW IT'S TIME TO DRIVE TRAFFIC TO YOUR OFFER/LINK

## DRIVE TRAFFIC THROUGH YOUTUBE AND MAKE MONEY

I WILL SHOW YOU EXACTLY HOW I DRIVE TARGETED YOU TUBE TRAFFIC TO MY OFFER.

1. I will **select product** to promote. In this case I have picked a product in Weight loss . Another huge huge market.
2. **Keyword Research** : After we have found a product to promote, we want to spend some time getting to know our market and the type of information they are looking for.
3. Find **Keyword Phrase**: within that niche that will likely gain traffic. For Example for weight loss it would be how to loose weight, easy weight loss, quick weight loss, loose weight fast etc.



Go to your competitor's website to see what are they selling. Check out the top website on Google or you tube that are providing Services regarding Diabetes. You can find out exactly what keywords they are using to get to the top of Google and Youtube rankings and where are they getting the visitors from. The best way to do is by checking out <https://www.quantcast.com/>.

Quantcast provide users demography of people visiting the top websites. This is a very important website and I would highly recommend you to check it out and spend bit of time on this site.

Just sign up to Quantcast and enter the details of your competitor website. And you will find all the necessary details that would help you to model your business upon.

Below are the top resources that will guide you to get the top keywords for your choosen product and niche.

<https://adwords.google.com/KeywordPlanner>

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

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

<http://grepwords.com/1000000-top-high-paying-cpc-adwords-adsense-keywords-2015/>

<http://www.wordstream.com/articles/most-expensive-keywords>

<http://rosalindgardner.com/blog/how-to-find-highly-profitable-keywords-using-google-suggest-and-yahoo-answers/>

<https://builtvisible.com/how-to-perform-topical-keyword-research/>

<https://adwords.google.com/KeywordPlanner>

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

You can also hire someone from [www.fiverr.com](http://www.fiverr.com) to do the keyword research for you. It would just cost you \$5 to get it done and I highly recommend you to do that and spend your time in Marketing.

The best way to do keyword research for your chosen product is by actually watching the sales video itself! You'll be surprised how much you'll actually learn about the product and the type of audience it is intended for. Be sure to take notes of all the angles and what type of pain or desire the sales video is attacking and use it to your advantage..

So now that we have an idea on what the product is about and what they are selling, the next part is to do some more in-depth keyword research.

I like to use Long Tail Pro but of course you can just use Google Keyword Planner. If you don't know how to use either of those, please check out the youtube video. Link is below for your reference

[https://www.youtube.com/watch?v=wHEhYbdd\\_Y8](https://www.youtube.com/watch?v=wHEhYbdd_Y8)

<https://www.youtube.com/watch?v=KnaWbQYuh4A>

I came up with a list of keywords that we can target to get eyeballs to our video. This is just a small list of keywords to get us started.

- how to loose weight fast
- tips to reduce weight
- loose weight fast
- Reduce weight
- get rid of fat
- how to burn fat fast

- how to loose without exercise

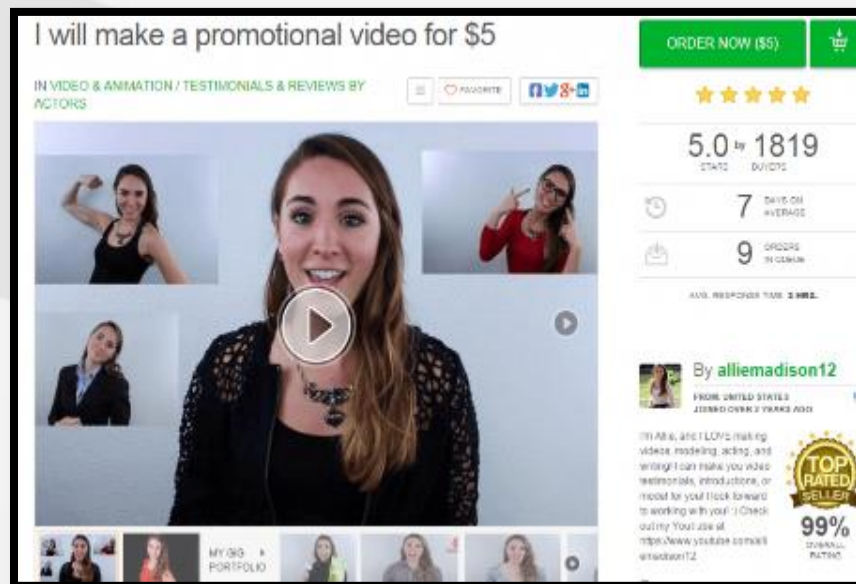
The next step now is to prepare and shoot our videos for this CPA offer!

There's really only two ways to go about this. You either shoot the video yourself or you outsource it to someone else. If you are confident to do it yourself then it's all good and you do not have to spend any money for this.

But if you are not comfortable doing a video then you can hire someone on fiverr to do it for you for as little as \$5.00 . So let's hop over to <https://www.fiverr.com/> and look for people who will shoot this video for me.

I will type PROMOTIONAL VIDEO in the search box. A lot of search results will show up. I will choose a few to check .

Below is an example



Keep in mind that sometimes there is a time limit to the videos, so you might need to purchase 2-3 gigs depending on the service that the Fiverr seller offers. Either way it's pretty cheap considering we don't have to shoot and edit our own videos.

Most of the video gigs will require you to send in a script, so that part you can't avoid. Also make sure to check out seller's review and ratings.



Just write a simple script that is related to a specific keyword you want to target. If you're planning to upload multiple videos targeting different keywords, then you have to write many scripts and purchase many gigs..

Once you're happy with the video, let's move on to the next step.

## Creating your Youtube Channel and Uploading your videos:

I know this is basic stuff, but if you want to upload videos to YouTube, you will need a Gmail account and a YouTube account. So, if you haven't got one yet, do create those account now before reading on..

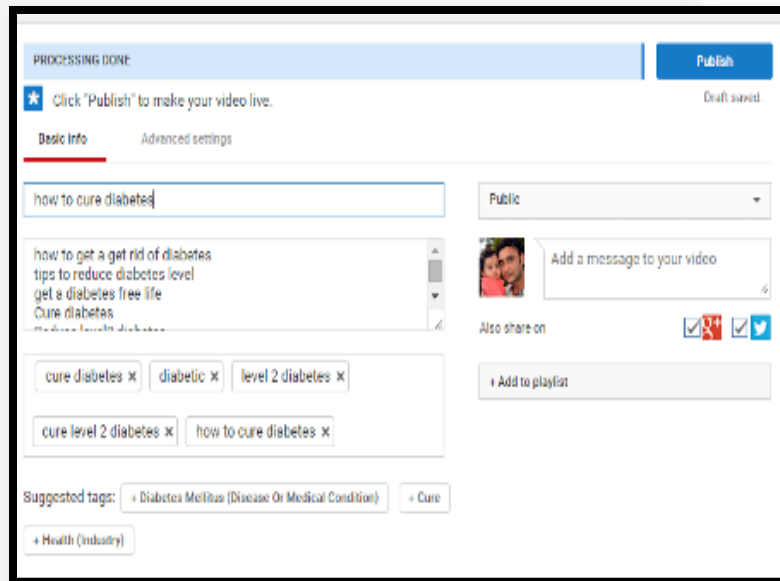
Upload video in your channel, you could name that channel using your keywords, which will also enhance your likelihood to rank. Again I won't get in details about uploading youtube videos. Just type " how to upload videos on you tube " on Google and you will se thousands of link . Here is the link that would help you to upload your videos, It is very easy so do not panic...

<https://www.youtube.com/watch?v=jVFYQq89spw>

<https://www.youtube.com/watch?v=Gg2E-0qekdw>

Now, before PUBLISHING your videos, make sure the file you're uploading contains the keyword you're targeting. Check the below screenshot for example.





For example, if the keyword you're trying to rank for is "How To Get get rid of diabetes", then you want to name the video file "How To cure diabetes" before uploading it to YouTube. Some people say this helps with ranking, while others say it doesn't. At the end of the day, there is no way to test it, but there's no real harm in doing it anyway.

## Optimizing

After you have uploaded your video, the next part is to start optimizing it. In other words, you need to tell Youtube exactly what your video is about and why they should push it up the ranks.

## On-Site Search Engine Optimization (SEO)

When it comes to YouTube on-site SEO, we're really just talking about the title, description, tags and captions. Check the above screenshot, in our case I have tagged the researched keywords in the TAG and DESCRIPTION section. However, there are other factors that will dramatically help you with ranking. These factors are controlled by your viewers and we will get to that shortly.

## Video Title:

You want to make sure you include your main keyword at the start of your title. For example, “How To cure of diabetes”. You also want to include any other single keywords that YouTube can pick up, which will help you rank for multiple keywords for the same video. An example of single keywords are “diabetes”, “cure diabetes”, “reduce level 2 diabetes” and so on.

If we combine these, our title now looks something along the lines of:

“How To reduce your level 2 diabetes & even cure it Without Dieting Or Heavy Workout”

## Description:

First things first, you want to include a link to your affiliate offer or your lead magnet at the very top. You may have already noticed that in each youtube video, only the first 3 lines of the description is shown. To read more of the description, you would have to click on “SHOW MORE”.

To ensure a higher click thru rate (CTR), it’s critical to place what you have to offer at the very top of the description. Anywhere below that, the viewer will have to click on ‘SHOW MORE’ to find your link.

Next, you want to include a 300-400 word description on the actual video itself. This is to explain to YouTube more about your video, but feel free to give more content and valuable information. And use TARGETED KEYWORDS in the Description Section. This would help your video to rank higher in searches.

Remember to include your main keyword every now and then. Unlike Google where it’s very easy to over optimize, YouTube is a lot more lenient. That being said, don’t spam your keywords in every line.

## Tags:

This goes without saying, but include your main keyword and all other relevant keywords in your tags. Tags are used for search queries. This will help YouTube display your video for that particular search term and will help you rank further.

## Watch Time:

We can’t do much here, but understand that the average watch time of a visitor can affect your ranking as well.

For example, if your video is say 5 minutes long, but the average watch time is 20 seconds... Let's face it, this can only mean that no one wants to watch it and YouTube will pick this up and won't give your video much weight. So make sure your video is good, informative, engaging and keeps the visitor watching till the end.

## Comments/Likes/Subscribers:

This is more relevant for building a YouTube Authority Channel, but just understand that video engagement will also help you with ranking videos. So make sure you reply to your visitor's comments, because it will continue the conversation, which of course means more engagement..

That's pretty much it for dealing with on-page SEO. Let's move on to how we can drive users to our to our YouTube video by adding in some Off-Site SEO.

## Off-Site Search Engine Optimization:

Now, as a disclaimer, YouTube is ALWAYS changing just like Google. So some methods that are working now may not work in a month or in a week. All it takes is an algorithm update and everything changes. So it's really important that you keep up with the latest updates as it really is a game of adapting.

That being said these are some methods that you can use to help you with your rankings.

## Social Sharing:

This really goes without saying. YouTube videos strive to become the next viral hit! But it doesn't mean your video needs to go viral to rank well. Since we're aiming for particular keywords, we just need to be sure to have more going on than what's already out there (i.e. competition).

## Youtube social share

One way to do it is to do this manually by posting your video onto your personal social media accounts. Hopefully this creates attraction, a whole bunch of shares and likes and some watch time.

## Commenting

Another great way of generating traffic to your video is through commenting. I'm not talking about the 'spamming your link everywhere' kind of commenting. Instead, you want to offer some real great value for your target audience.

The trick is to find a video on YouTube in a similar niche, watch the video and leave an informative comment. When viewers read comments that spark their curiosity, they'll tend to click on your name which will then lead to your channel.

You could also leave your YouTube URL in the comments ONLY if it makes sense. For example...

"I stumbled across another video similar to this about toning your butt that's pretty good. Awesome for preparing you for the summer lol"

As long as it doesn't sound spammy and it's related, I don't see much harm in that.

## Backlinks

The last method I want to touch on a little is backlinking.

A lot of marketers only think of backlinks, when it comes to ranking and forget that it could also be a great source of traffic!

A simple link from a Q&A site that answers a specific question can get your YouTube video a lot of targeted views...views from real potential prospects who stay and watch the whole video.

There are all sorts of different backlinks that can be implemented. It's just a matter of going out there and giving value to the community via videos! That's why I don't recommend the use of automation here, but it really depends on your end goal.

As such, if you want to rank on Google, then let's just say backlinks are a sure way of doing just that.

## Monetization

So, I already mentioned that leaving an affiliate link at the top of your description is a must, because it allows your visitor to click on the link without expanding the description box. It also allows the visitor to click on the link straight away without viewing your videos as well.

Another very good way to monetize your videos is to send the traffic to your lead magnet as opposed to sending them to the affiliate offer. This way, you'll be building yourself a list first, with which you can establish a relationship, trust and ultimately sell more products.

Use this guide as a means of getting started. As you shoot, upload and rank more videos, it will get easier and easier and then soon enough you'll have 100+ videos floating around on Youtube, earning you a decent passive income.

What I love about Youtube marketing is that you just need to upload the video correctly, rank it and then you can completely forget about it! I have videos that I created over a year ago that are still building me a list and getting plenty of clicks to my offers.

## Subscribers:

Encourage people to subscribe to your channel. This way you will build your list and will have targeted people in your "subscribers" to whom you can promote several offers. You do not need to have an auto responder for this.

If you are ready to spend a little bit of money ( around \$ 50 ) to advertise then you can use Youtube advertisement to promote your offer. This is very useful. It is very cheap and cost effective . Below is the link where you can learn about Youtube advertisement.

<https://www.youtube.com/watch?v=KxoYfagFSd4>

<https://www.youtube.com/watch?v=YsZD8Aka8aw>

## CONCLUSION

So, here we come to the end of this exciting money making scheme. These are proven methods which I have used and tested myself. If you follow all the steps mentioned in this course then you will definitely make money . And if you can master this process then you can earn serious amount of money following this exact process.

I wish you all the success in your life and venture and hope that you will achieve your dreams soon.

Always there for you

*Andy Anand*

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