

# **The Amazing Story of How A Couple Normal Guys Turned \$2,500 Into \$4,600,000.00 in Sales, From Scratch, In Only 6 Months, Using CPA Networks.**

by Kacper M. Postawski

## **Introduction**

The story you're about to read is true. It happened to me, starting in the spring of 2008.

After a year of not really sharing this with anyone I have decided to come forward and tell it to other Internet Marketers. Sadly, these types of stories often go untold, and usually end up as internet marketing lore whispered at the rear of seminar rooms.

I never payed any heed to those stories, I wish I did, or that I had someone like me to tell me what I'm about to tell you. The information you're about to read cost me well over **\$1,300,000** in mistakes to learn. I know many guys who have spent the equivalent or much much more to learn these lessons!

### **The bottom line is this:**

If you're interested in making BIG money online, not just survival cash, or passive income, I mean BIG, BIG money. CPA Network Marketing is where it's done.

**You can start with very little money.** (I used only \$2,500 as initial leverage) And create a large **multi-million dollar business very quickly.** *If you get your ducks in a row.*

Which ducks precisely, and in what order, I'll tell you.

**Now let's get real for a bit...**

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These big numbers may sound like hype coming out my rear end... it's not, this is real stuff, this happens all the time on the CPA Networks. In my case, we turned a small company into a \$90,000 sales/per day monster in the span of **one week**.

There are very few places in the world where you can get that kind of **marketing leverage!**

However, results may vary, some people see just a small increase in sales with CPA networks, others double or triple their businesses over-night. It depends on what and how you do it.

Despite the great potential of CPA networks, most internet marketers still don't even know what a CPA network is, or are intimidated by the whole thing all together.

My hope is that in my story and my advice I'll open your eyes to this bright new world, show you around, and get you a feel for the ropes.

I'm someone who has experienced both extremes of CPA Networks, the **wildly profitable** side and the **bitter dark side**. I came out of the battle field alive, but not unscathed. I'm going to share with you the most critical lessons I learned, necessary to your success on the CPA Networks.

Even though a \$4,600,000 business from scratch in 6 months may sound like a great deal, it's not even a small dent in the volume of business that is done on the CPA networks every month.

I know people in this game that have built solid and sustainable businesses in just one market and run \$30,000,000.00+ per annum enterprises, mostly driven by this sales model.

One guy I came across in this industry has an ad testing "budget" of \$50,000,000 per year, no joke.

**My point is:** There's a lot of money in the CPA Network game. And a lot of opportunity for *you*, because...

The CPA Market is constantly hungry, and is increasingly growing more hungry for **smart intelligent business people** who have good intentions, know what they're doing, want to **serve people**, and **build an honest business**.

There are too many fraudster and scammers out there looking to make a quick buck, and the CPA Networks are tired of dealing with these guys.

If you have a good head on your shoulders, and heed my advice, you stand to make good money on the CPA Networks. *By the way, if you don't know what a CPA Network is, don't worry, I will explain everything.* Now, let's begin.

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# The Day The Bomb Exploded

I had just finished my morning walk along the Ocean in White Rock, British Columbia, and came home... little did I know, that on this day, my life was about to be turned upside down, and I would be thrust onto a roller-coaster ride every marketer *dreams* of...

Up until this moment, life was very simple, I ran a couple modestly profitable Internet businesses, had little stress, and enjoyed a simplified life-style. However, like most entrepreneurs, I had the “bug”...the “craving” for big money, to do something really profitable, really big, to push the limits...

For the past month I had been working on a little project which I thought would do exactly that... It was going okay and already we were seeing regular sales days of \$1,000 to \$1,500, not bad...but not exactly what I had hoped for, as I had already invested quite a deal of time and money into the project.

**But... that was all up until this moment...**

After taking off my shoes, I slipped into my home office, logged into my shopping cart, and my jaw dropped open at what I saw:

Date From  Date To

Date	Orders Count	Gross Sales	Shipping	Taxes	Net Sales
<a href="#">4/24/2008</a>	1156	\$93968.20	\$1568.00	\$0.00	\$92400.20
<b>Grand Total</b>	<b>1156</b>	<b>\$93968.20</b>	<b>\$1568.00</b>	<b>\$0.00</b>	<b>\$92400.20</b>

**\$93,968.20 In Sales... in one day... with zero effort?!**

“What the!?” , I muttered under my breath.

This was more sales than the past 6 weeks combined..., in one day. Heck, it was more sales than I ever made in a single day... and it happened without me doing anything the

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night before, no product launch, or joint venture.

How would you feel if you were in my shoes? I felt excited, thrilled, **it worked!**  
I followed the strategy I learned(which I'll share with you) to the T, and it really worked!

The next few days continued just the same.

We made more than **\$450,000 in sales in the next 6 days. It was an atomic explosion of sales, an avalanche.**

**How did all this happen?** With the help of CPA Networks.

“What the heck is a CPA Network?”

Before I tell you how you can set this kind of bomb up yourself in your business, and harness it's energy properly, let's answer that question first, in case you've never heard of a CPA Network or are still not quite sure how they work.

### **What is a CPA Network?**

When you normally do business online, one of the most effective ways of marketing your products/service is through the use of affiliates. Its very powerful... and the more affiliates you have, the more money your business makes, simple.

The biggest challenge in affiliate marketing of course is finding your affiliates, it takes time and energy... and even when you find them, there's no guarantee that they'll promote your business for a very long time, or that they'll be successful .

**So, what if...** you could access **tens of thousands of super affiliates**, with the stroke of a pen, in one day? That would potentially mean an atomic bomb for your sales, and it is exactly what a CPA Network offers to do for you.

A “**Cost Per Action Network**” is a nothing but a GIANT hub of affiliates, managed by the network's affiliate managers. (Here's are couple big CPA Networks: [ClickBooth.com](http://ClickBooth.com), [HydraNetwork.com](http://HydraNetwork.com))

You see, affiliates have it tough too... they're looking for HOT and CONVERTING products to sell, which are not so easy to find.

A CPA Network is an instant bridge between business owners like you looking to grow sales, and super affiliates looking for great products to sell.

**Refer to the example on the next page for some more clarification.**

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### ***An Example of a Successful CPA Deal:***

You have a product that sells for \$100.00, for simplicity's sake lets pretend **you profit \$100 for each sale.**

You need affiliates, so you go to a CPA Network and offer the network **\$60** per sale in commissions for each sale it sends you **through its giant pool of affiliates.**

This payout is called the **network payout.**

This way, you only pay the network when you make a sale. Can you see why this can be so powerful? You do not pay a dime unless you're making money, you don't have to front thousands of dollars for advertising you're not sure about... there's little risk, and a ton of up-side potential. The leverage is gigantic.

**So how does the network make money? What's in it for them?**

Depending on greed, and other factors, the network will take your \$60, and chose an amount to pay its **affiliates** every time they make a sale for your product.

Let's say **\$40.**

This payout from the network to the affiliates is called the "**public payout or street payout**"

Now... the network is making \$20 per sale. It's a win/win/win situation. Now, if your product sells well, you can expect them to flood you with sales.

Most big networks take their \$20 and chop up their profit margin even more thinly. To extremely powerful affiliates they will offer a higher "**private payout.**" Affiliates normally haggle and negotiate for this private payout once they hit a certain sales volume. This keeps them more motivated and gives them a competitive edge over other affiliates.

**This is how the game is played, and how millions of dollars of internet sales volume is processed every-day.** It's astonishing how many people know about affiliate marketing, but how few have heard about CPA Networks.

It's important to note however, during the whole time that you work with the Network, you as a business owner never actually see, meet with, or will ever talk to the affiliates under the network... otherwise businesses could steal affiliates from a cpa network.

Working with a network is like going on a very profitable **blind date with an army of affiliates** who you will never be able to talk to or inspect... **which is why certain precautions need to be taken as we will soon discover...**

*Lets continue with my story...*

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# Drowning In Sales

That same day I also logged into our customer support portal, and was floored by over **1200 customer and prospect support emails**. Hundreds of people were asking questions about our web-site, our product, our shipping prices... there were also clients who had questions about their orders, press and affiliate inquiries... **we were absolutely overwhelmed**.

This is where it all begins... If you get into the CPA Network game... this is the point of no return where your life and your business can change forever, how you deal with it, will determine a lot about your future.

You see, a lot of people dream of BIG business, but they don't realize that with MORE sales, comes MORE of everything.

**Everything** must be scaled up along with sales to be able to cope with the business. Customer support being the biggy, as it is the main force that holds your business together.

Up until now, I was running the "status quo" of online marketing customer support systems. I outsourced our support, and most of it was done by email, answered by someone I found on eLance.com...

**So what would you do in this situation?** If your customer support volume just increased by 20,000% overnight?

I had two choices:

1) Call the networks and get them to call off their army of affiliates sending me money...

or

2) Buckle in and face the challenge of turning my home office into a big company in record breaking time.

I wasn't about to say no to millions of dollars, so I went ahead with option #2... **Gulp...**

Little did I know what that really meant and what it would cost. This is where small business mentality clashes big time with the reality of big business, and where big lessons are learned very quickly.

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Before I tell you what happened next, lets rewind a little bit... I bet you're dying to find out what I actually did to make all this happen? And how can YOU get a hot offer into the CPA Networks like I did? **What's the secret?**

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# The Secret CPA Formula

## How Did I Do It? And How Can You?

First I have to tell you, though my story is not uncommon, your results will vary. Not every offer that gets onto the networks becomes a giant. Sometimes you may increase your sales volume by very little, maybe 200% or 300%, which is more manageable. In my case, I followed the “secret formula” below so closely, my partner and I worked hard to nail it right on the nose, we hit the gold-mine big time as a result of our planning and research, none of it was by chance.

Anyway, here’s the **secret formula** in one sentence:

You’ve got to have something **hot**, and **mass marketable**.

By hot, I mean, it’s something that’s on a lot of people’s minds, there is a big chunk of the population thinking about this thing, or the problem that it relates to.

For example, most of America is over-weight. It’s always a hot topic. This is why the diet industry is constantly flooded with new products, because they sell.

By **mass marketable**, this means you can approach 10 random people on the street and have at least 1 of them **seriously** interested in what you have to offer.

If you’re wondering if your product qualifies, just imagine walking up to random people and pitching your product. How many people really need this product and would actually be interested?

This is why you don’t see a lot of niche products being successful on the networks. It’s not a niche market game, it’s a big market game. You can still make extra money with a niche product on a network, just not as much as you would with a mass marketable product.

Typically CPA Networks are flooded with products in these markets:

- 1) weight-loss offers
- 2) tele-communication offers
- 3) ring-tone offers
- 4) business opportunity offers.

As well as many other miscellaneous mass marketable offers. All these are big markets, with huge demand.

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A perfect example of a big CPA trend is the whole “Acai Berry” thing... one day Oprah mentioned “Acai Berries” on her show, the next month it was a multi-million dollar industry on the CPA networks as companies rolled out Acai berry diet pills by the truck-loads.

Heck... if you want a hot CPA offer, just watch Oprah and sell whatever she endorses, you’ll make millions :-)

You don’t have to be a genius to come up with a great product for the CPA Networks... one of the biggest companies on the Networks right now is selling **a nail clipper for cats & dogs, and they’re making millions!**

You just have to tap into a large market.

Once you have this golden nugget, this idea,... you’ve got to be able to build a decent web-site for it, and have good sales copy and a good sales process.

If you don’t know how to do this, don’t even consider getting on the networks, go back to the sales copy drawing board, buy some sales copy courses, and come back later.

I am not going to disclose exactly what product I was selling through the networks or copies of the web-site, for various legal reasons and to protect my business.

What I will tell you is **how you can get on the networks**, and how to **avoid big mistakes which cost me over \$1,300,000 to learn**,...which will in-turn stuff millions of extra dollars into your own pockets.

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# Why Aren't All Internet Marketers Flocking to the CPA Networks?

If what I told you so far is correct then...

CPA Networks offer you access to tens of thousands of affiliates, potentially huge traffic and monster sales with zero up-front cost, and great leverage.

If this is true, then why aren't all internet marketers flocking to the CPA Networks? **Isn't this where the real party is happening?**

**It's because of the entry barrier.**

Very few marketers succeed at moving beyond the **5 critical lessons of CPA Network marketing**. In fact, **99% fail because of the 5 critical lessons**.

It's usually a tough learning curve and many marketers simply turn away from CPA Networks saying "this doesn't work." While it's a great place to make money fast, it's also one of the only places online where you can *lose* a great deal of money fast if you don't know about the **5 critical lessons of CPA Network Marketing**.

That's why there's basically no-body teaching this stuff. The guys who succeed at it rake in a ton of money and keep their mouths shut, because they don't want you to know how they do it, and want to minimize competition.

I cannot tell you how much money I would have paid to read what you're just read. It would have saved me millions... **and made me countless millions of extra money.**

**I'm about to expose the entry barrier to you, and teach you the 5 Keys to Successful CPA Network Marketing.** Once you know these, you will be able to whiz thru the entry barrier, and safely walk into the profit making potential of CPA Networks.

Remember I paid \$1,300,000.00 to learn this stuff... don't take this lightly!

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# The 5 Keys to Successful CPA Network Marketing

## How Do I Get Onto a CPA Network?

You might be thinking, this story sounds great, but I don't even know how to start? I have a product I want to get onto a Network, how do I do it? Which network do I go to?

This is a loaded issue, as the answer is:

**"It's simple... pick up the phone, and call them!"**

However, there are some things you must know before you do this... what to say, how to talk, what **lingo to use**. Knowing the CPA Network lingo is VERY important as it will instantly communicate to the managers that you're a serious player and not a newbie.

Remember, these guys deal with millions of dollars every day, with huge companies, they don't have time to waste. Network managers can smell a newbie miles away and they will usually not answer your calls if they think you're small potatoes.

For this reason, I have included a whole chapter in the "Appendix" of this eBook titled "**Dealing with CPA Networks**" you will find a complete list of the biggest networks, and a crash course on dealing with the networks.

When I started... I knew LESS than what I wrote in that chapter... so you'll be light-years ahead of me!

I highly recommend that you **DO NOT** skip to that chapter now... **read these critical lessons before you even attempt to start your first CPA deal.**

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# Key #1: Taming the Sales Beast

I quickly called my partner on my cell...

“Did you see the sales!?”

“Yes! Holy crap!”

“Did you see the customer support volume!?”

“YES!”

“What do you think, should we outsource to India?”

“Okay lets do it!”

This is pretty much what everyone first does when their sales volume increases online, they outsource... and it can be a complete disaster to your business.

## Key #1: Don't Outsource Your Customer Support.

In my haste to get our sales beast tamed I thought the perfect solution at the time would be to simply scale up what we were doing already. We had a couple people answering email... why not just hire a **bigger** team to do the same thing? Perfect solution!

Everyone in online marketing is talking big about out-sourcing, stream-lining, efficiency. Big tele-communications companies are dumping entire floors of customer support staff and outsourcing over-seas.

The BIGGEST lesson I learned out of all this is that it's a **very bad idea**. It may work for a small business, but it is *not* a long-term solution for a large business that gets over 200 orders per day.

In fact - I can now honestly say that any company that out-sources it's customer support is doomed long-term to lose big money, including all the big companies these days jumping on the trend.

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I have experienced so many hard lessons in this area, I can write a book about it. I will spare you all my nightmare experiences and simply stick to telling you the bottom-line conclusions:

If you out-source your customer support, anywhere, not just over-seas, you are putting nails in your coffin. It's a false economy. It ends up costing you a lot more in the long run than you would save in the short term.

*UNLESS you have done it for a very long time and have somehow perfected a system and hand picked amazing people to work for you, then... maybe. OR if the product you sell is something that requires very little detail support, like an eBook, and you're selling to a smart audience., then maybe too. Otherwise, I stick to my conviction in this matter.*

Over the next 2 weeks we hired and fired 4 different call centers, 2 in the US and 2 over-seas. It turned out outsourcing good customer support is a lot more difficult to find.

The reality of outsourcing big customer support can be summarized in 3 words: **Pissed-Off Customers**. Which means refunds, lots of refunds.

**Important Fact:** In the CPA Network world, you have to pay the network whether the orders you get from them are refunded or not. Or they'll sue you. So it is up to you to keep refund levels low. If you don't, you will lose money.

**The relationship with your clients is the most important thing in your business.** How can you depend on someone over-seas or someone you've never physically met to care about your clients the way you would? It can't be done, you can only compromise in the end.

In the end, we found a company in India that charged us \$6/hour, they manned our 1-800 number 24/7 and answered all email inquiries- they were okay, customers were adequately satisfied - but there were still many problems with this set-up, which are just the side-effects of out-sourcing client support.

Regardless, After a couple weeks of stress and frantic searching for a solution, I could finally rest and turn my focus back on marketing, and tend to this sales beast.

However, what I should have done, and what I **highly recommend** if you find yourself in a similar situation, is that you use this only as an **interim solution**.

I cannot overemphasize how important this is. **Anyone successful long-term on the CPA Networks has their own in-house customer support staff.**

We moved our customer support in-house later on, however we should have done it much earlier.

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**The biggest reason for this is just sheer volume.** It is easy to care for your customers with all your heart when you have 50 orders a day and you get a few calls here and there. With 200 or more you begin to get overwhelmed, with 500 or more it just turns into a giant soup of chaos... and if your customer support is over-seas, that's chaos to the 10th power!

The main lesson of this key is simply this: **Make your customer support your number one priority, improve it every day. Minimize outsourcing in this area.**

Don't try to cut costs in the short term, **instead work on making your great customer relationships pay off in the long run.**

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# Key #2:

## Banks that Burn Money

When this happens to you for the first time... it comes so totally out of left field at you that you never see it coming... you ask yourself over and over again “how the f#@ \$ could this be real???”

**This key in my opinion is the most important of all. Here it is:**

The bank, who is fundamentally your merchant account processor (the guys who help you process credit cards and make sales)... they have a special department for you once your sales drastically increase... the department is called “**High Risk Accounts**”

But that’s a joke really, in reality “**High Risk Account**” is a synonym for “**an account we’re shutting down right now without warning!**”

Yes - **banks will shut you down when you make too much money too fast on the Internet.** It’s common practice and it happens *every* day. I kid you not.

**This is by far the biggest issue in this game, and your next #1 priority next to customer service.**

**The biggest problem in this game is finding a way to reliably process all your money.** No joke.

If you run a small or mid sized internet business, what you may not know is that there is a “cap” on the amount of money you can process with your merchant account on a monthly basis.

If you suddenly have a spike in sales that lasts for a day or a week, that’s fine... It’s easy to explain... maybe you had a product launch, or a joint venture, whatever.

However, **a steady increase of BIG sales is a huge red flag for the bank.**

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They will **immediately assume you are running a credit card scam, panic, and shut you down.** And no amount of explaining or pleading with bank managers will change their minds, believe many have tried, including myself.

**This has happened to every one of my colleagues in this industry and they have their own horror stories to tell.**

**Here's mine:**

I checked my email one morning in April, when business was hottest, and found an email from our merchant processor, forwarded to me by my accountant, which went something like this:

**Email from the Bank:**

**Subject: Suspense of Account**

Dear customer,

Due to a breach of volume restrictions, your account has been temporarily suspended and is under investigation. All your funds held to this date are temporarily detained until further notice.

Thank you

That's it! No phone number to call, no explanation, nothing!

And here's the punch line to this whole issue:

The bank freezes all your money that they're holding for the next pay period. And you may **never** see it again. That's what they mean by "detained", your money becomes a cyber prisoner, forever.

**To this day I have over \$400,000 in frozen funds in banks around the world.** That I will never see again.

This sounds absurd! I know! Believe me, I can walk up to anyone who's ever worked with a CPA Network and succeeded and if I ask them how much money they've lost due to this one lesson it's always in the 6 figure zone.

This is how you can lose money really fast with CPA Networks. You can make 10,000 sales in a week... and if your bank freezes your merchant account guess what?

You still have to pay the network 10,000 sales worth of commissions... that's right.

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I lost about \$100,000 in 3 days when this happened the first time.

**So what's the moral of this story? The solution?**

**Key #2: When you do big business online... you do not go to your bank to set things up... this is a death wish. Banks don't understand rapid business growth, period.**

Instead, you get a "high volume merchant account."

You go to a specialist in high volume / high risk processing. They are very familiar with rapid growth and can quickly set up merchant accounts for you with **7 to 9 figure monthly processing limits.**

**This is critical. Don't start your CPA deal until you've got a solid merchant account.**

These guys deal directly with the same banking institutions that you would normally deal with, except they have special connections, etc... it is beyond my understanding how they do it, but they do it, and that's all you need to know.

It's not hard to set this up, it can take as little as 2 days... and there's usually less red tape to go through than with a normal merchant account.

**How do you find these guys?**

This is a case of personal recommendation. There are many companies... when looking for high volume processing your #1 priority is to find someone who can offer you the best service, not necessarily the best rates, your money is your life-blood and you want someone human who you can call up and ask important questions like "**Where's my money?**" or my personal favorite "**Show me the money!**" :-)

I recommend one guy only... and I do not give his contact information publicly anymore. If you want me to hook you up, please see the appendix section "merchant accounts" at the end of this eBook.

Otherwise, you can ask around at internet marketing seminars or the affiliate summit event... these places are crawling with merchant account providers looking for clients like you.

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This is paramount, many guys in this industry have up to 10 merchant accounts or more... why? Because they learned the same lesson I did **the hard way!** Skip the learning curve and save yourself hundreds of thousands of dollars by following this advice :-)

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# Key #3

## Pruning Pirañas!

(Flesh Eating Scammers and Your Business)

A month into our big explosion I got a call from a rather panicked customer service guy from Rackspace.com(our hosting provider at the time.)

**rackspace guy: “Sir... you’re getting LOTS of traffic...”**

**me: “Yes, I know...”**

**rackspace guy: “Uhh, is this legitimate traffic? I’ve never seen anything like this, we’ve got to upgrade your server immediately!”**

You sure get a warm feeling when your hosting company can’t keep up with the business you’re generating :-)

When you have a successful offer on the Networks you get LOTS and LOTS of traffic. During the hay days we were paying \$10,000 a month just for bandwidth and server costs, and another \$7,000 for streaming video band-width.

However, this tsunami of traffic comes in waves... and sometimes the water you get flooded with can be filled with flesh eating pirañas that can seriously harm your business.

**This is another critical lesson which I learned the hard way:**

Remember, when you launch your product onto the networks you are fundamentally recruiting thousands of affiliates with who you will never communicate.

This means anyone with an internet connection from anywhere in the world can hypothetically send you traffic and sales... like super affiliates(who you want)... or... kids in China using stolen U.S credit cards to earn fake commissions(who you obviously DON’T want promoting your business!

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CPA Networks go to great lengths to protect you, as you matter to them, and filter their affiliate applications...however... scammers are very intelligent and can easily by pass such efforts.

Currently the fraud rate on the Internet is very high, especially with International orders and credit-cards.

**Why is this such a big deal? Because...**

**Key #3: If you do not monitor and prevent fraud in your business, you will blow up your merchant account, and lose money.**

You see your merchant account also has another limit, and that's called the **charge-back limit**.

A charge-back mainly happens when you get an order on your web-site, and the credit card company gets a call from the credit card owner saying he didn't place that order, or it was placed without his permission.

**A typical charge-back limit is 1% per month.** Or 50 charge-backs per month for lower volume business.

This usually doesn't affect you if you run a small business, because it's unusual to get 50 charge-backs when you're doing straight forward pay-per-click marketing and honest advertising yourself. **With CPA Network marketing, it is a huge issue.**

At a 1% limit, this means that if you get 1000 orders, you are only allowed 10 **charge-backs**.

Or in other words... if there are 9,000 honest affiliates promoting your offer on the CPA network... **it takes only 1 crooked idiot to send you some fraud traffic and wreck your merchant account!**

And every time you lose a merchant account, it's feels like getting punched in the face by a very big guy and giving him a whole bunch of your money.

And that's only 1%... experts are now saying that the fraud rate on the internet is close to **20%!!!**

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How do you deal with those odds? The answer is **sub-id tracking**.

### **What is sub-id tracking?**

Sub-ID tracking is something that many shopping-carts offer now. It's a bit of a techie thing so I'll try to explain it simply...

Basically it's a way to track WHICH affiliates are sending you sales through the CPA Networks.

CPA Networks will not give you their affiliate information, as **that is private and it protects their business**, but they will give you their affiliate IDs, for the purpose of fraud tracking.

They will include a **sub-id variable** in the link that gets passed to your shopping cart.

### **Sub-ID Fraud Scrubbing Example**

Your merchant account sends you a notice of 3 chargebacks today...

Now you, or an appointed member of your staff for this task can immediately log into your shopping cart and find out what's going on.

You locate the credit-card numbers that were involved in the charge-backs and immediately see that they came from **one affiliate** with the sub-id: 12345

You also notice that this affiliate only sent you 100 clicks, and 4 orders, and 3 were fraudulent already... **thats a bright red flag!**

You can now immediately call the network and say "Disable Affiliate 12345 STAT! Fraudulent Traffic"

That affiliate will be shut down at the network immediately and will likely not be able to do business with any network unless he changes his name.

### **That's how sub-id tracking works.**

Don't worry about the tech side of setting this up, it's simple and your web-master should figure it out if you tell him what needs to be done.

If you have sub-id tracking, you can go to the network and **immediately cancel fraudulent traffic** the moment you detect it.

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You will not get a lot of fraudulent activity on the CPA Network, but you will get the odd affiliate that sends you very bad traffic... and when that happens you have to prune this piraña traffic very quickly and take those affiliates out.... sub-id tracking lets you do that.

If you don't, this can be very costly. My company endured losses of \$350,000 due to my ignorance in this matter. Still gives me cramps every time I think about it :-)

Make sure your shopping cart supports sub-id tracking before you even consider setting up a CPA deal, if it doesn't, get one that does.

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# Key #4

## The CPA Tipping Point

I consult with quite a few people these days doing CPA Network marketing and one question I get asked over and over again is “**How much commission do I pay out the Networks?**”

This is a very important question. This issue is the tipping point that will either make your offer a raging success, or a total flop, the short answer is:

### **Key #4: Pay the networks as much as you can.**

Why?

Because putting your business on the CPA Networks doesn't guarantee you anything... it's not up to the network, it's up to the **affiliates on that network** and how excited they're going to be to promote your offer and make you money. **It's got to make money for the affiliates.**

**Nothing gets affiliates and affiliate managers more excited than the smell of money.**

**Most businesses on the CPA networks pay out as much as 75% or more of their front-end profit.**

That means that if you profit \$100 per sale, you pay out \$75 to the cpa networks.

In my case we were paying 80% of our front end profit to the networks.

Now... most people familiar with affiliate marketing will scoff at those numbers... most affiliate programs these days pay out 50% commission at most to their affiliates... and 60% to their “super-affiliates”

That only works if you're in a niche market, have a crazy high conversion rate, or have a high priced product and run your own affiliate program. **In the CPA world, it won't get you anywhere, for a couple reasons:**

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## Reason #1: Competition

You have to keep in mind, if you are in a competitive market, there may be other products on a CPA network competing with yours... if those businesses offer a higher commission to the networks than you do, **affiliates will prefer to send them traffic, not you.**

Most importantly, the network itself will prefer to work with those businesses, as they make more money... they will push their products in front, and your offer will be put aside to rot in a corner and collect dust.

## Reason #2: Network Spread / Greed

The CPA Networks usually operate on a 20% to 30% profit spread... meaning that if you pay a commission to the network of \$60 – they will want to keep at least \$20 for themselves and offer \$40 to the affiliates as the **street payout.**

**Some networks are greedier than others and take as much as a 35% spread or more...**

The bottom line is this: **You've got to put yourself in the affiliates shoes... and pay-out enough commission for them to be able to make big money with your offer... and for the Networks to get excited about promoting you to their affiliates.**

Imagine this... if you sell a \$50 eBook... and offer a 50% commission per sale to the CPA Networks... that's a \$25 network-payout.

That means if the Network keeps 30% of that, that leaves the affiliates with a lousy \$17.50 commission for your eBook... **what affiliate in their right mind would touch that kind of offer?** It's very hard to make money these days with any type of advertising if you only profit \$17.50 on a sale. **The Networks won't even touch your offer.**

Countless people come in with the "50% commission" mentality to the Networks and expect big business, only to have their butt's kicked back to where they came from.

If you want to succeed in the CPA Networks, you've got to pay out BIG commissions, of at least 70%. Not only does this make sense for affiliates, **it will automatically communicate to whoever you are dealing with at the network that you're a serious player and you know how the game is played.**

**It's a question of "Do you want to have half of a small pie, or a fourth of a MONSTER SIZED PIE?"**

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If you succeed on the Networks, you very well may get a very big monster pie of sales, of which you can turn into ongoing profit for the rest of your life if you follow my advice in the next chapter.

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# Key #5

## Where The Real Money Is In CPA Network Marketing

In the previous chapter we learned that you've got to pay the networks big in order to get any significant volume of traffic & orders from the cpa networks.

This is great advice, however, it's incomplete advice, it's only half of a golden egg, here's the other half:

### **Key #5: Have a Back-End Product/Service/Affiliate Product(s) That Converts. All the Money is in Repeat Sales**

This is very basic advice that you may have heard all the "gurus" out there repeat over and over again, yet so many people go to the Networks with a hot product without having a proper back-end product in place.

If you succeed, what typically happens (like in my case) is that you get so caught up handling the storm of raging first time sales that you miss the big picture and miss out on millions of dollars of extra revenue for your business.

#### **All the Big Money in CPA Network Marketing is in the Back-End**

The 'back-end' includes all the things your clients buy from you after the initial sale transaction.

Think about it this way... if you use the CPA Networks and acquire 50,000 new clients, that means you've worked hard to create a new business, do everything right, and pay as much as 75% of your front-end profit to the networks to get those clients.

If over a period of time you up-sell those clients just 1 product or service that costs \$50, and lets pretend that only 2% of your previous clients buy it...

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2% of 50,000 = 1,000 orders

1,000 orders x \$50 = \$50,000.00

That's \$50,000.00 of extra profit right in your pocket.

Now what if you get really smart and do things the right way, **create good client relationships**, and offer multiple premium products to your clients? You could do way better than 2% - and find a lot more great products than just one.

Everything about CPA Networks done right is about **volume**, there's LOTS of everything, sales, traffic, phone calls, emails and support. Without a back-end you might as well be robbing yourself blind... what if WalMart sold only 1 product?: Rubber Gloves... There's only so many rubber gloves they could sell before going out of business.

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# How The 5 Keys Work Together to Make You Money

You've now read over a bit of my story, and the 5 Keys of CPA Network Success.

The first three are geared towards survival on the Networks:

- 1) The Importance of In-House Customer Support
- 2) Getting a Proper High-Volume Merchant Account
- 3) Fraud Protection with Sub-Id Tracking

The other 2 are geared towards your **short and long term profitability**:

- 4) Understanding Network Payouts Properly
- 5) Where the real money is at... the back-end.

I cannot tell you how much money I would have paid to read what you've just read. It would have saved me millions... **and made me countless millions of extra money.**

Very few marketers succeed at moving beyond those **first 3 critical lessons**. In fact, **99% fail because of the first 3.**

Those three lessons may sound simple, but they are worth GOLD. Can you imagine what would happen if you didn't know this stuff?

What if you put your business on the CPA Networks, generate a ton of sales, get all excited, only to bump into lesson **#2: Not Having the Right Merchant Account**? Most campaigns are crippled by this mistake and come to a dead-halt. I was lucky to move beyond this point. If you set up the right merchant account, you don't even have to worry about this.

Or what would happen if you're generating 200 sales per day on the Networks without knowing about **the importance of fraud-scrubbing and sub-id tracking**? Again this mistake is absolutely crippling to most CPA offers as it means losing a merchant account, which can end your business if you don't have a back-up.

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Though seemingly simple, these mistakes are repeated **over and over** again by “would be” successful marketers... and most of them by very talented internet marketers. **Not knowing these things is a natural entry barrier** that keeps normally great internet marketers away from the CPA networks - *all the better for the successful guys on the networks as it means less competition for them.*

**Now you have the golden key.** You can open the doors of the CPA Networks and walk in confidently knowing what to look out for.

As with anything, there is a lot more you can know about this... Probably 100 other things, but **none of those things are nearly as important as the 3 critical lessons I've shared here so far.**

Nothing can affect your CPA campaign as the first 3 critical lessons. I repeat **the 3 critical lessons are 99% of the reasons why most CPA campaigns fail!**

Trust me when I say this, knowing what you know now you are light-years ahead of me when I started this. Armed with this knowledge you can dive into the CPA Networks and if you put in your creativity and some good effort, you stand to potentially make a good deal of money, or at least significantly increase your existing business (**Assuming you have a good product/service to sell and have a good web-site**)

This is why I have spent the first 80% of this eBook telling you about this stuff. It's very important. The rest is easy step-by-step “how to” stuff which I will be the “Appendix” of this book :-)  
**Let's move on to that fun “how to” stuff now.**

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# Appendix

## How To Succeed at Dealing With The CPA Networks, Setting Up Your First CPA Deal, And Other Goodies

### Choosing The Right Network

Choosing to work with the right network(s) can make a big difference in what happens when you set your CPA deal up. There are hundreds of CPA Networks and more coming every single day. Out of those there are about a dozen major networks, these are big players that have been in the industry for a long time. They move millions of dollars of business every day. Here are some of them:

**CAUTION:** If you start your first deal with a major network, have the right product at the right time, and play all your cards right, you can expect BIG business, fast.

Click Booth



[www.ClickBooth.com](http://www.ClickBooth.com)

**My Notes:** In my opinion and from my experience, ClickBooth is the largest and most aggressive network in the industry, and they keep getting bigger. If you work with them first, and you've got a HOT offer that converts, watch out, these guys mean business.

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## Azoogle Ads



[www.AzoogleAds.com](http://www.AzoogleAds.com)

## Hydra Network



[www.HydraNetwork.com](http://www.HydraNetwork.com)

## Affiliate.com (Formally known as “CPA Empire”)



[www.affiliate.com](http://www.affiliate.com)

Those are the “big 4” - there are countless other networks too of smaller size. You do not have to go with a major network to make a ton of money. **In fact you can make just the same, or more, going with a smaller network.** It depends on the types of affiliates a network has. Some networks have only a couple hundred affiliates, but a handful of really powerful affiliates.

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# How Do You Successfully Deal With a CPA Network and Get Started?

If you've read this far this is the moment you've been waiting for, where I will spill the beans and tell the secret of getting your foot in the door, and landing a deal with a network.

It's really not that difficult, as I said before, **all you have to do is give them a call / email them**. You could even pick up the phone and call any of the big 4 networks above.

**So what do you say when you're on the phone? What does the process of setting up a deal look like? And what do you have to look out for to avoid getting jerked around?**

Lets answer those questions.

First of all, we're assuming here that at this point you...

**1) Already have a web-site selling a product that is reasonably mass marketable.**  
and

**2) Your web-site converts pretty well (turns visitors into sales)**

If you don't have these two things, you obviously can't move ahead with a CPA deal, so don't call anyone, get yourself a product to sell, take some copywriting courses and make a good selling web-site first.

## The Process of Setting Up a CPA Deal

There's are 3 steps to setting up a deal with a CPA Network:

- 1) Initial Contact and Discussing Terms
- 2) Pre-Payment & Signing the I.O(insertion order agreement)

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### 3) Making Money and Paying the Bills :-)

Lets discuss each one in detail:

#### 1) Initial Contact and Discussing Terms

You contact the CPA Network and get their interest.

**This is where 99% of all internet marketers completely mess it up. They don't know how to talk to these guys, and fail to generate real interest.**

To catch their interest you simply have to talk the lingo(which I'll teach you in the "Speaking CPA Lingo" chapter coming next).

Also, in this appendix I've included a pre-written email that you can use - If you send that to a network you're likely to get a response quick.

#### 2) Pre-Payment & Signing the I.O(Insertion Order Agreement)

The affiliate manager(s) will now look over your website and your proposal and if you look like a legit player they'll want to negotiate a **network-payout** with you(their commission per sale). This will be the exact dollar amount you will pay the network when their affiliates make a sale by sending you traffic.

**Refer to the earlier chapter to figure out how much you should pay them.**

Now here's the curve-ball, they're going to ask you for \$10,000 up front! *This is another one of those "Entry Barrier" things I'll show you how to get around.*

If you're working with a network for the very first time, and you don't have a history with any other network, they'll demand a pre-payment for the commissions up-front. **This is NOT a fee, this money goes to commission bills you'll get from the network in the future, and collateral for them in case you're a scam artist.**

This is fair to the network, as there are many rotten apples in this industry... what's stopping you from getting \$80,000 of free sales from the network and running off to Ecuador? Not much. So they need some cash collateral in case you screw them.

This is another first timer entry barrier because most internet marketers don't have \$10,000 just lying around , and it's quite a big "risk" for someone who's never done this before.

The thing is... **YOU DON'T HAVE TO PAY THE \$10,000!!!**

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You can negotiate this price way down. If you want to learn how to negotiate I highly recommend you [read Tim Ferris' Article titled "How To Negotiate Like an Indian"](#) That article is price-less and can turn you fierce negotiator if you follow the advice.

In my case I negotiated our pre-payment with a very big network down to only \$2,500.00. When they got going, we made so many sales that they burned through \$2,500 worth of commissions in less than a day so it really wasn't a big risk

*If you don't have \$2,500, then sell your car and buy a cheaper one... use your Credit Card, or borrow money from your mom if you have to.*

Once you negotiate the network payout, and the pre-payment terms, they'll also do a credit and business reference check on you.

Then, they will send you an agreement referred to as the **I.O(insertion order)**.

This agreement is the main legal document that outlines how you will be doing business with the Network. It's important.

**The first I.O will be a piece of junk**, don't sign it until reading my chapter on "the I.O" in the Appendix. **You will have to make some amendments to it and send it back to them**, they *expect* this and if you do it, it sends another clear message that you are a serious player.

Once you have a proper I.O in place, you sign that, fax it in, and send them the pre-payment money and "Abra-Cadabra!" You've made your first CPA deal.

**That part is done. Now you wait for the traffic and sales, and see what happens.**

Some final tips on this part:

- \* In the beginning, avoid using your credit card to pay any cpa network bills(including the pre-payment) Use wire transfers for everything. This protects you from paying commissions if they screw something up, and sometimes they do.**
- \* A pre-payment is always expected, but a professional CPA Network will never ask you for a "set up fee" or a "one time payment to get started", etc. If they do you probably shouldn't be working with them.**

### **3) Making Money & Paying the Bills**

This is the easy and fun part. If you have a hot offer that converts, more and more affiliates will jump on and start promoting your product and you will see a boost in sales.

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Now you will get billed by the CPA network every week and pay them the negotiated “network payout” based on how many sales the generated. If you agreed on \$50 per sale, and they sent you 1000 sales in a week, you owe them \$50,000 for that week - it’s simple.

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# Speaking CPA Lingo

## More Great Advice On Dealing With Networks, And Landing a Deal Fast

In all honesty, getting your offer onto a CPA Network really isn't rocket science, though it may seem complicated right now, and maybe a little bit intimidating, once you do it once or twice you realize how straight forward it really is.

I was a complete beginner at this when I started, and I did pretty good. Armed with what you know now you'll do even better.

However - in the case of landing a deal quickly I did have one **edge** to begin with that many internet marketers don't have, that is... **I knew how to speak the "CPA Lingo"**, which is paramount to landing a deal fast.

If you've been into internet marketing for a long time, specifically if you are in a niche business, when you go to these CPA Network corporate web-sites the first time it may look a little bit confusing.

What's all this talk about "Publishers" and "Advertisers." What does EPC mean?

In fact, *it's all the same stuff you already know*, except for some reason, in the CPA world, they have different words for this stuff... **its like learning a new marketing language.**

The good news is, you only have to learn a few words, and you're an expert!

### **For example...**

In "normal" internet land, we use the word "**Affiliate**"

In "cpa" land, they use the word "**Publisher**"

In "normal" internet land, we use the word "**Business Owner**"

In "cpa" speak, they say "**Advertiser**"

Normally we say "**web-site**", or "**product/service**"

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In “cpa” tongue, this is always referred to as “**the offer**”

That’s about it.

The thing is, if in your communication with the affiliate managers at the CPA Network(especially the big ones) you speak the CPA lingo, **they will automatically sub-consciously categorize you as a serious player in the industry.**

**Now, here’s a little golden tip I’m going to give you right now. If you learn this one lingo it will help you communicate way clearer.**

Not only will this help you communicate greatly and make you appear like an absolute pro, it is also a very useful tool for measuring whether or not you should even approach a CPA Network.

Here it is...

In “normal” internet land we say “**sales conversion rate**”... how many sales does your web-site make per visitor? For example: *If your web-site gets 100 visitors and you get 3 sales, that’s a 3% Conversion Rate*

However, in the CPA world, and in the mass advertising world online, they use the term “**EPC**” Which stands for “**Earnings Per Click**”

This is very important... if you know how to express your web-site’s value in EPC format, you will **immediately capture the attention of any CPA network manager**, it is absolutely irresistible to them, because it’s how their brains works!

**If you tell a CPA network that your web-site has a 3% conversion, this means nothing to them.** It’s newbie speak. They cannot process that data in to dollar signs in their brains, they’re just wired differently.

So, here’s how to calculate your **Earnings Per Click, it’s easy:**

$$\text{EPC} = \frac{\text{Dollar Sales Amount } \$\$\$}{\text{Amount of Clicks(Traffic)}}$$

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## Example:

You sell a product for \$100.00

If on a certain day you get 100 clicks to your web-site and you generate 3 sales. \$300 total for the day, then...

$$\text{EPC} = \frac{\$300 \text{ Dollars}}{100 \text{ Clicks}} = \$3$$

This means your EPC is \$3.00. **In other words you make \$3.00 for every click to your web-site.**

That's it... Now you can say **"I have a Three Dollar EPC"**, and it makes perfect sense to these guys.

Just think "what am I earning per click" that's an easy way to remember it.

## Why is this important in the CPA Networks?

Generally, if your offer(website) can generate an EPC value of 50 cents or higher, it can get some traction on the networks. Anything lower than that and affiliates might lose interest after sending you some test traffic.

In my particular case, our average EPC was close to \$1.00. **If your web-site generates \$1.00 per click this is considered VERY high.** This gets affiliates really excited.

Try to get your EPC as high as possible, and at least above 50 cents before you get your offer onto the CPA Networks.

Now that you know the CPA lingo, I'll show you an example of how to use it when sending an email to a network for the first time about your offer to immediately capture their interest and by-pass their "newbie filters"...

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# Example Letter to CPA Network

If you send a letter along these lines to a network, you'll very likely get a response and get attention at management... **Using this type of communication with CPA Networks is almost the equivalent of giving candy to a 3 year-old!**

Obviously, please make your own amendments to this if you use it for yourself, with your data, and business. *And if you don't know who Michael Scott at Dunder Mifflin is, shame on you, watch the Office, it's a hilarious show!*

-----  
**Subject: Brand new hot offer**

Hi Wendy,

My name is Michael, I'm the VP of Advertising at Dunder Mifflin.

We've been working on an offer that's just about ready to hit the cpa market and we're strongly considering to go live with \_\_\_insert network name here\_\_\_. We hear you've got some strong publishers and can deliver good volume.

Right now, on general traffic, we're seeing an EPC of 88 cents, and \$1.50 EPC on targeted traffic, which we think should get some publisher attention if we can agree on a strong enough public pay-out.

Please contact me at your earliest convenience, I would love to talk details and see how can get an I.O going with you.

I can be reached at 555-555-555.

Michael Scott  
VP of Advertising, Dunder Mifflin  
[www.YourWebSite.com](http://www.YourWebSite.com)

PS. You can see the main landing page for the offer here:  
<http://www.YourWeb-Site.com/YourMainPageWhateverItIS>

-----  
If you send something like this to a network, your phone will be ringing FAST.

Notice the use of the “cpa lingo” ... **Offer, Publishers, EPC, pay-out...** etc. This stuff just spells it out in black and white that you’re a serious player and you know what you’re doing and that you’ve got a pair of big brass balls.

### **Here’s the bottom line in negotiating with networks.**

These guys get calls ALL the time from newbie Internet Marketers working from home in their underwear that hear wild stories about CPA networks, huge traffic and big sales... and they have no idea what they’re talking about, or how to communicate with these guys.

When the rep asks the newbie internet marketer “what’s your EPC on general traffic now with this offer?” the marketer doesn’t know what to say or why that’s even important.

They are **SWAMPED** with these calls and don’t have time for them. And they’re frustrated, because as I said before, these guys are looking for new offers and new products to sell ALL the time... they WANT your business, you just have to talk their language.

**If you send something like the letter above, you will by-pass the newbie filters immediately and get into the club right away with a big red VIP stamp on your forehead.**

Talk the CPA lingo and watch how these guys respond do you, you’ll be surprised the magic this simple advice creates.

### **The last piece of advice on dealing with CPA networks:**

Notice in my letter the use of “VP of Advertising.”

CPA Networks generally like doing business with established companies. If they get the vibe that you’re a solo operation working from home in your underwear this doesn’t make them very confident in your ability to pay the bills.

These guys *want* to send you big traffic, they want to do big business with you, however if they start wondering whether you’re established enough to pay them on time and run a tight-ship they get a bit nervous.

That doesn’t mean you can’t do this at home :-)  
**Most of my dealings with the networks were done right out of my home office in my underwear,** and we made millions in sales.

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### So some key tips:

1. Communicate as if you're important, have no time to waste, and be straight to the point, no wishy washy.
2. Never give the impression that you're the key decision maker. Act as an employee of your company. This gives you more power in negotiating. Give yourself a title like "VP of Advertising" or something else generic. This gives an impression that you're in a larger company, and when negotiating you can always use the old tried and tested... **"I'll have to talk to my superior about this decision"** instead of saying **"Uhh... let me think about it."**
3. Never use the title CEO, President, or Owner when signing an email! This SCREAMS "start-up" like nothing else!

And most of all, remember that the ball is in your court when you negotiate with a network... remember they want what you've got, they *want* to promote you and send you a ton of traffic, *this is the only way they make money*. You've just got to make it easier for them, and talk on their level, that's all.

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# How To Modify the I.O(Insertion Order) To Stack The Odds In Your Favor

When you close your first deal with a CPA network, they will send you the “insertion order agreement” or “i.o” as it’s usually referred to. This is the main legal agreement you sign with a network before doing business together.

**The first i.o they send you will be a piece of junk**, don’t sign it, amend these points in the I.O first before proceeding to do business, it will make life a lot easier for you.

If you got this far with a network, by this time they *really* want your business, so making these amendments is easy, simply send them an email/call them saying “Look if you want to do business, we’ve got to modify these terms here and here” etc, they’ll usually agree, and even expect you to do this.

Here’s what needs to be modified, these points are all usually on the very top of the first page.

- 1) Types of Traffic - *The types of traffic affiliates are allowed to send to your website.*
- 2) Geo Targeting - *Do you want US traffic only? Or international?*
- 3) Net Terms - *How many days do you have to pay commission bills?*
- 4) Exclusivity \*\*\*\* - *Are you working exclusively with this network?*

Let me explain each point in detail here:

## 1) Types of Traffic

By default you allow affiliates on the network to send you ALL kinds of traffic: **Banner Ads, PayPer Click, Email Advertising, Incentivized\***, **Search Engine Optimization, Co-Reg, Pop-Ups, Pop-Unders, Video Ads, YouTube.**

There are lots of types of traffic, and they’re all generally pretty good...

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However, there is ONE type of traffic **YOU DO NOT WANT**. It's called **incentivized traffic**.

Make sure you clearly specify that you do not want **incentivized traffic**. This is basically traffic from porn and warez web-sites where the user is forced against their will to come to your web-site.

It's bad traffic, bad for business... Weird voodoo juju traffic... don't do it.

That's all you have to change. **Make sure to clearly specify you don't want this traffic**. You can also opt-out of any other type of traffic at your discretion.

## 2) Geo Targeting

Do you want traffic from all over the world, or just from North America? By default on the i.o you will get international traffic from everywhere.

It's in your best interest to specify "U.S Only Traffic" or "U.S & Canada Only Traffic"

The reason is obvious, 90% of all online shopping is done by North Americans online. The other is that shipping is more complicated internationally if you have a physical product, so why not keep it simple?

The third and biggest reason is that the **bulk of all internet fraudulent orders usually come from international traffic**. And by now you should know what that's important.

Targeting with North American traffic will give you higher conversion rates, less charge-backs, and less customer service issues.

## 3) Net Terms

By default this is set to "net 3 days" on the agreement - this means that from the time you get a bill from the network, you agree to pay it in 3 days.

**This is a bit ridiculously short!** If you are just getting started, cash-flow is your life-blood. Also, most merchant accounts pay net 3 or net 5... so this puts unnecessary pressure on your accounting and ties up your cash-flow.

What if you have a merchant account that pays you net 7?

You have to negotiate this. In our case we negotiated **net 30!**

I'll let you in on a little secret: **most networks don't pay their affiliates until 15 - 45 days** after they make a sale. This means you can easily negotiate this term. They don't need their money RIGHT away, and if they say they do, they're lying.

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The longer you have your money, the more you can do with it, the easier your accounting becomes.

**Push for net 30 and they will usually meet you at net 15.** Which gives you 2 weeks from the time you get a bill before you have to pay it. Makes life and business a lot more fun.

#### **4) Exclusivity**

This is a default piece of advice any CPA Network veteran will give you: **Don't Go Exclusive With a Network.**

Going exclusive means that you will ONLY do business with this ONE network with your offer.

It's like working hard to give birth to a beautiful child, only to give it off for adoption when they're born. You do not want to hand off the keys to your business to one network.

It benefits the network most of all because this means they do not have to compete with other networks, they then have a monopoly over your product.

Unless you're an experienced CPA marketer and have established a solid relationship with a network that is excited about pushing your product, **stay away from exclusive deals.**

Some very experienced CPA marketers do indeed work exclusively with networks. However, the "why and how" of that is an advanced topic, **if you are a beginner, simply stay away from exclusive deals.**

That's it, amend on those 4 points in the i.o agreement and you are good to work with any network and hopefully make some good money.

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# Kacper's List of Hot CPA Resources

## High Volume Merchant Accounts

As I said before, I have a great contact for setting up high volume merchant accounts domestically or internationally.

I do not give away his contact info publicly anymore, as he's a very busy guy and I do not want to waste his time with non-serious prospects. If you are in need of a high volume merchant account, I can point you in the right way.

To contact me about this, please use the contact form on my web-site members area.

The other way to get a high volume merchant account is to just go to any affiliate summit seminar and ask around.

## AffSpy.com

AffSpy.com is a fantastic resource for CPA marketing. If you've never heard of it I highly recommend you go there now and play with it for a few minutes.

AffSpy lets you search for existing products being sold on EVERY CPA Network that's in AffSpy's database, including the major CPA networks.

New to AffSpy? Join Now • Login

affspy BETA  
CHANGE THE GAME

Enter an offer name, category or domain:  
 Search

Meet Affspy,  
The Ultimate Affiliate Intelligence Tool.

AffSpy BLOG  
Press Release: Affspy.com Launches Public Beta - August 10, 2008  
How To Add Affspy "Quick Search" To Your Search Bar - April 9, 2008  
Affspy @ SES NYC '08 - March 25, 2008

Join Now, It's Free!

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For example enter “diet” and you’ll get a list of everything being sold related to dieting on the CPA Networks.

AffSpy also tells you the **public payout** one those networks for those particular products.

This gives you an insiders edge as a CPA marketer, as you can spy all the networks and all the offers with one click.

AffSpy is also a great tool to brainstorm and create hot selling products on the CPA networks, once you spend some time on it you’ll find out what are the hottest selling products on the CPA networks.

## QuantCast.com

QuantCast.com is Alexa.com on steroids!

Go and play with it you’ll quickly realize how powerful this tool is.

You can use quantcast to look at a website and immediately find out everything about exactly WHO is visiting this web-site, by demographic data and geographic data.

This gives you more insight into researching the market, how to design your sales process, what language to use.

It’s also a priceless tool for gathering targeting data for advertising campaigns.

Stay tuned as I will be adding more resources to this list with newer versions of this eBook.

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# So Much More To Say...

If you've read through this entire eBook so far then thank you! I hope this advice has been helpful and that you are now excited about the potential of putting your Internet Business on the CPA Networks.

Of course, this isn't everything...

When I originally started writing this crash course manual I thought it would be 19 pages at most, I ended up writing more and more as I just have so much to share. To solve this problem, I'm starting up a mailing list and will be publishing more material shortly, get on it if you'd like more of this stuff.

There are still many points I haven't talked about and MANY questions I haven't answered like:

**How do you create a hot selling web-site that converts on the CPA Networks?**

**What's the best way to find hot products for CPA Networks fast?**

**Can you show me some step-by-step "how to" videos on how to do this stuff?**

**How do you create advertising CPA Networks? What's important about that?**

Of course you can move ahead and figure this out stuff on your own like I did. However, there's much much more I could offer you and share with you on this topic.

If you'd like to get a ton of more cool stuff from me on this topic, just [click here to sign up for my mailing list](#) and I will be sending the answers to these questions every week.

Thank you for reading.

Your's Sincerely,



Kacper M. Postawski

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