

Fast CPA Method #1

Building and monetizing fan pages

Introduction

In this report you will learn a simple, fast-to-implement method that will allow you to start promoting CPA offers with just a small investment.

The CPA model is growing exponentially and it now represents a huge opportunity for online entrepreneurs who are looking to build a long-term, sustainable business.

If you have been struggling to build an income on the internet and have gone through countless courses during the last months, "reset" your mind and make this report your new starting point.

The method you are about to learn combines the simplicity and the huge potential of CPA and can help you earn your first commissions in a matter of days. All you have to do is take action and stay focused.

I don't want to make this introduction too long, so let's go to the money making chapters!

The plan

This method is based on building and monetizing fan pages.

Facebook is huge and when used properly it has the potential to generate loads of viral targeted traffic, which you can turn into generous commissions by using the right strategies and promoting the right offers.

This report will show you how to build fan pages for addicted online gamers and send laser targeted traffic to your offers with just a small investment (not the traditional advertising).

This is a great method for people getting started with CPA because it's simple, cheap and can produce results in a short period of time.

Basically, the idea of the method is to use viral actions not just to grow the number of fans of your fan page, but to get people engaged and make them curious to test other games, which you're promoting as an affiliate and getting paid per registration.

The viral action that we will use will be interactive polls created with a cheap and highly effective app, Woobox.

People will vote on the poll and after that we will get them to complete the offers to test and play new games.

All the process will be clear after you go through the next chapters, so all you have to know now is that you will be creating interactive polls that will go viral and will bring new fans to your page as well as generate conversions for your offers.

Choosing Offers

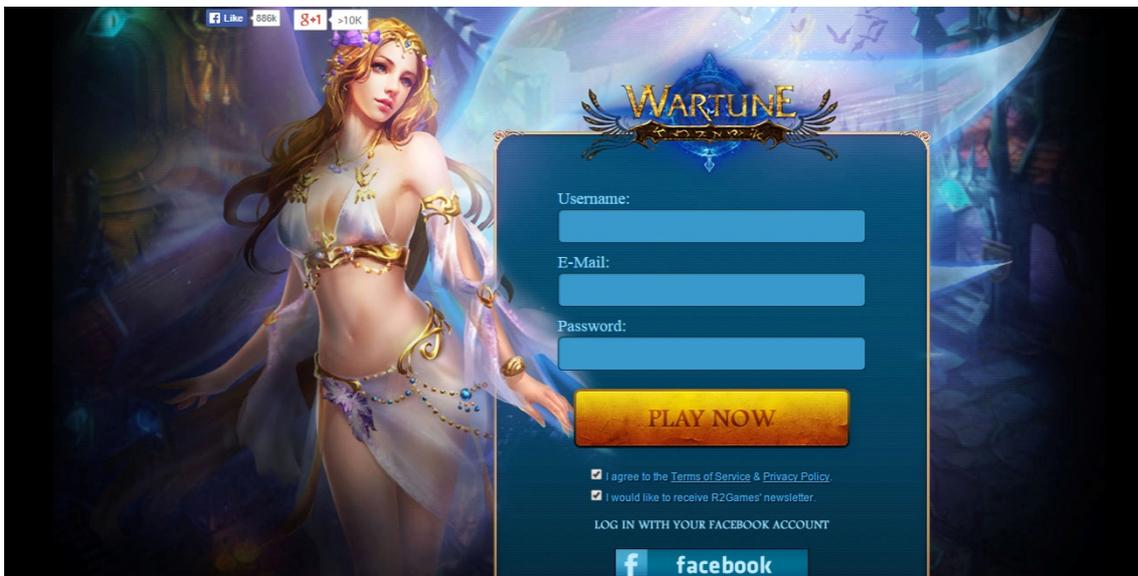
The best offers to use with this method are gaming offers that convert upon a free registration.

Some offers require a download or a certain login count to convert, but you should look for the ones that convert upon 1st or 2nd page submit. Some DOI offers (the ones that require email confirmation) can be ok as well as long as the payout is good.

A good payout for a SOI (no email confirmation) offer is usually \$1+, while for DOI offers the best is to aim for \$1.75+.

All the offers that you run should allow US traffic, but offers that also allow UK, AU and CA traffic are even better.

Here are a few examples of offers that you should use for this method:





One important thing that you can't forget about is that you should always check if the offer allows contextual or social traffic. When in doubt, always contact your affiliate manager to find out if your method is ok to promote the offer.

You can also say that you will be sending paid Facebook traffic to polls and then that after people vote on the poll you will promote the offer.

Usually, affiliate managers and advertisers prefer paid traffic, so even if you won't be using only paid traffic, you can still mention this to get approved for the offer more easily.

Research

Before setting up the fan page and going through the process below, I suggest you to make some research about online games (unless you're a gamer yourself).

Just use Google, blogs, forums, fan pages, etc to find out which are the most popular online games at the moment. You can also use Google Trends to see if the interest in a particular gaming is growing.

Choose 2 or 3 games that seem to have a huge audience and are growing. You will use those games to set up the money making polls.

Don't over think or overcomplicate this part of the process, it's a simple and fast research that you can do in few minutes, and all you need is the name of the games.

Creating Fan Pages

Go to <https://www.facebook.com/pages> and click on "Create Page" on the top right.

You will be asked to choose a category. This isn't really important, but you can go with "Brand or Product" and then "Video Game".

Choose a general name related to gaming (not related to a specific game) such as "Gamers Empire" or "Online Arena".

Supply a description (just say something about the fan page being a place for gamers to receive updates and discuss relevant topics), choose a URL, etc.

You will also have to use a picture and later a cover. You can get pictures from Google Images (just search for keywords like "warrior artwork", "sci-fi artwork", etc) or, if you're not comfortable doing it (you probably won't get into troubles, since I have never seen it happening with anyone in these circumstances), you can buy images on stock image sites such as www.istockphoto.com.

Once the process is complete, move on to the next chapter.

Content & Fans

You will need some content and fans to get started.

The content is very simple, since it's just copy and paste. Go to blogs, forums and other fan pages related to games and copy the content (you can put the source if you want).

Make sure that your contents always have good, eye-catching images. You can use an image, an intro and then just put a link to the blog/forum post.

Make 15+ posts before going to the next step. It shouldn't take more than just a few minutes.

Once you're done with the posts (you should still add 2 - 5 new posts per week regularly), you have to get the initial fans. I suggest you to get at least 50 fans, which is very simple.

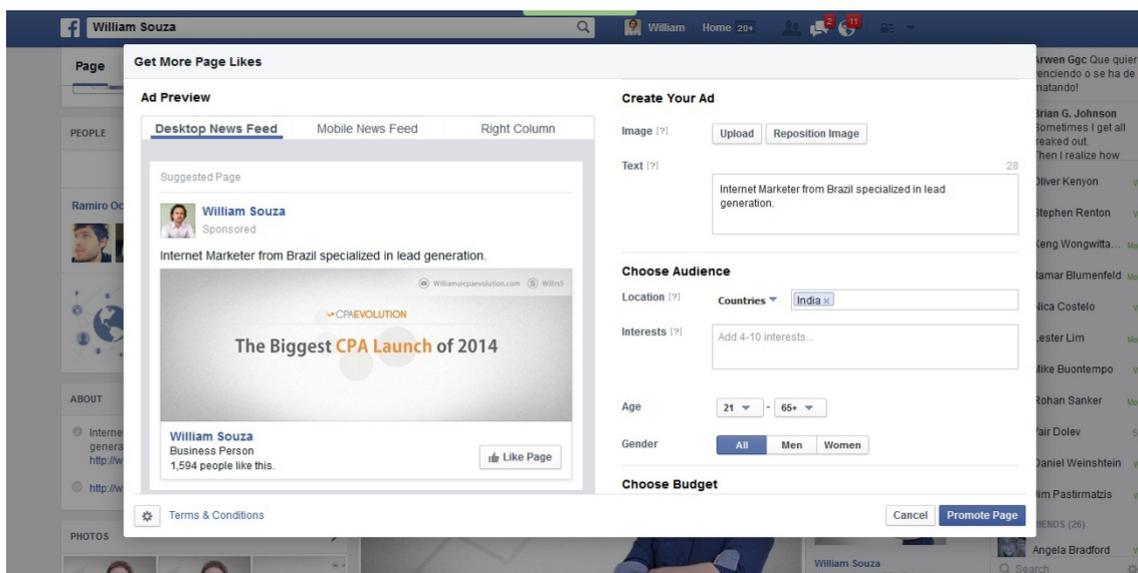
You can buy the likes from Facebook itself, which is better and safer than buying from someone on Fiverr or another similar marketplace.

In order to do it, you can go to <http://facebook.com/advertising> and set up a new campaign or simply click on the "Promote page" button that Facebook will show you when you log in with the fan page.

See the screenshot below:

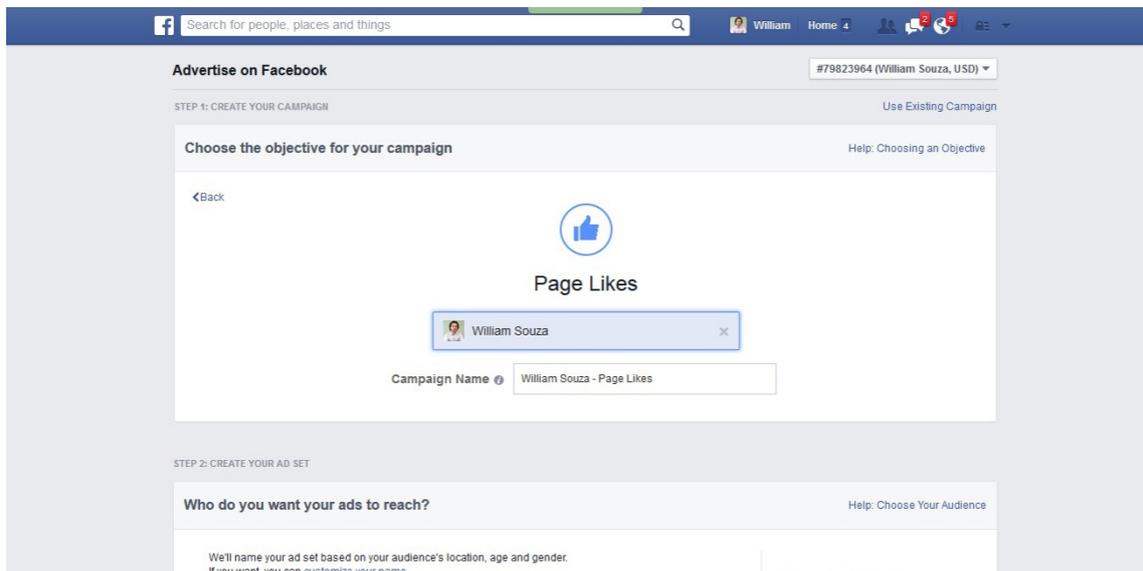
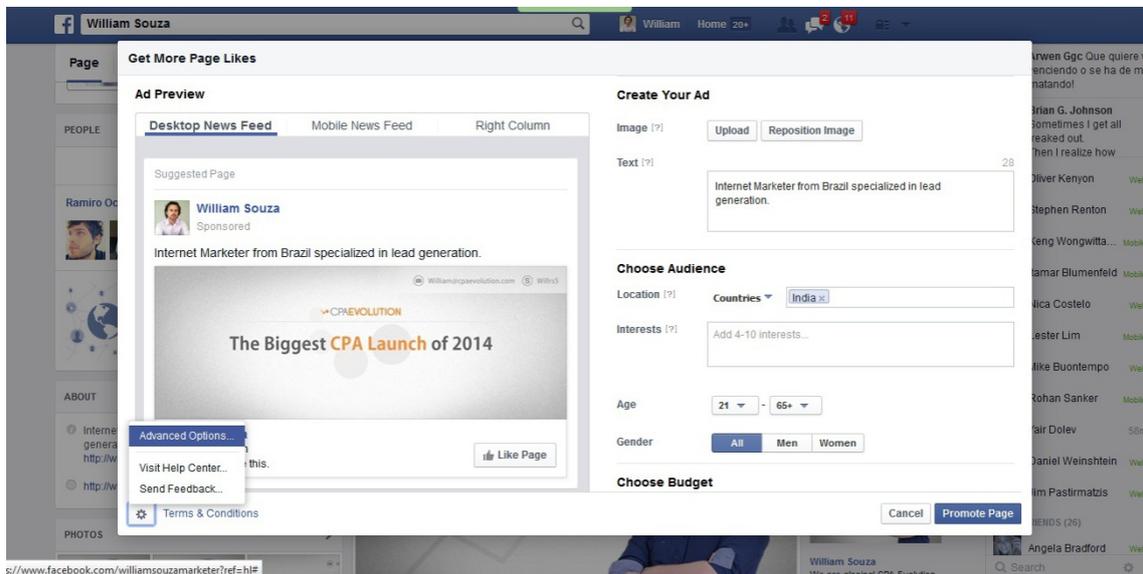


After clicking on that button, a light-box will show up with some options.



You can just choose the country (US), add some famous games as interests (warcraft, age of empires, skyrim, etc), choose 18 - 30 for the age range, put male for the gender and choose a daily budget (usually \$10 - \$15) and finish the process by choosing an end date, which should be tomorrow.

If you want to create a more elaborated ad, you can click on the gear on the bottom left of the page and choose "Advanced Options".



Then, you will be able to customize the image and ad copy. It's not really necessary now, but you can do it if you have time.

Run the ad just until you get 50+ fans and then your page will be ready to go.

Creating Polls

Once your fan page is ready, it's time for you to set up the first poll.

In order to do that, you will need a Facebook app that allows you to create tabs with polls on your fan page.

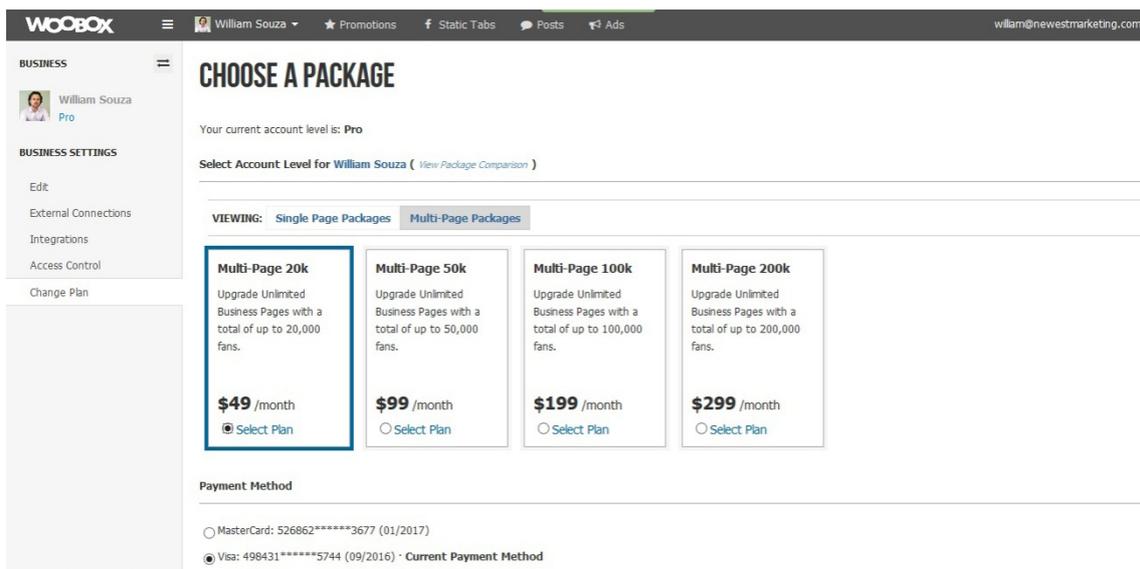
There are a few options out there, but, in my opinion, the best choice is Woobox:

<http://www.woobox.com>

The first thing you have to do is choose a plan. There is a small investment here, but it will be totally worth it.

If your fan page has less than 100 fans you can start with the \$1 trial, but that's not going to last long, since you will cross the 100 fans line pretty quickly.

The best plan for you to get is "Unlimited Pages - Up to 20K fans" at \$49/month.



Woobox William Souza Promotions Static Tabs Posts Ads william@newestmarketing.com

BUSINESS

William Souza Pro

BUSINESS SETTINGS

- Edit
- External Connections
- Integrations
- Access Control
- Change Plan

CHOOSE A PACKAGE

Your current account level is: **Pro**

Select Account Level for William Souza ([View Package Comparison](#))

VIEWING: **Single Page Packages** Multi-Page Packages

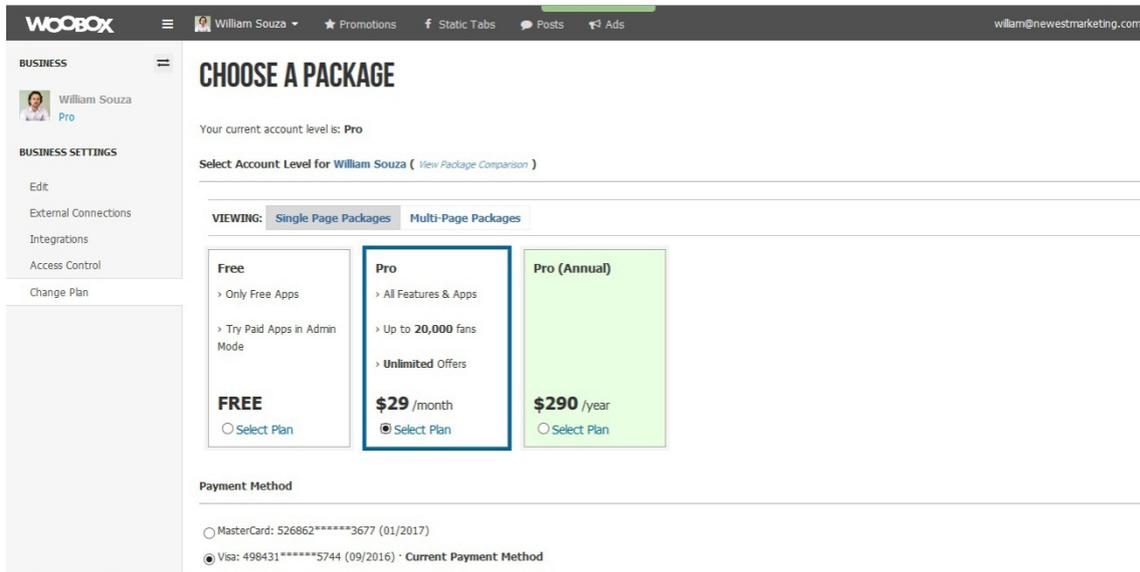
<p>Multi-Page 20k</p> <p>Upgrade Unlimited Business Pages with a total of up to 20,000 fans.</p> <p>\$49 /month</p> <p><input checked="" type="radio"/> Select Plan</p>	<p>Multi-Page 50k</p> <p>Upgrade Unlimited Business Pages with a total of up to 50,000 fans.</p> <p>\$99 /month</p> <p><input type="radio"/> Select Plan</p>	<p>Multi-Page 100k</p> <p>Upgrade Unlimited Business Pages with a total of up to 100,000 fans.</p> <p>\$199 /month</p> <p><input type="radio"/> Select Plan</p>	<p>Multi-Page 200k</p> <p>Upgrade Unlimited Business Pages with a total of up to 200,000 fans.</p> <p>\$299 /month</p> <p><input type="radio"/> Select Plan</p>
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Payment Method

MasterCard: 526862*****3677 (01/2017)

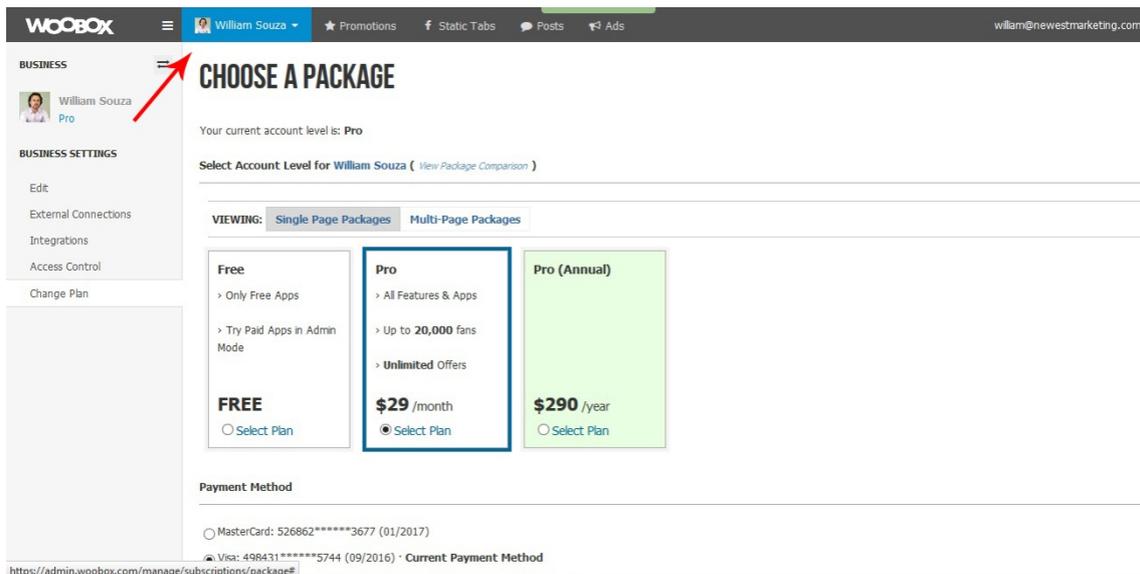
Visa: 498431*****5744 (09/2016) · **Current Payment Method**

However, if you want to save some money initially, start with \$29/month with the plan for 20K fans and one page.



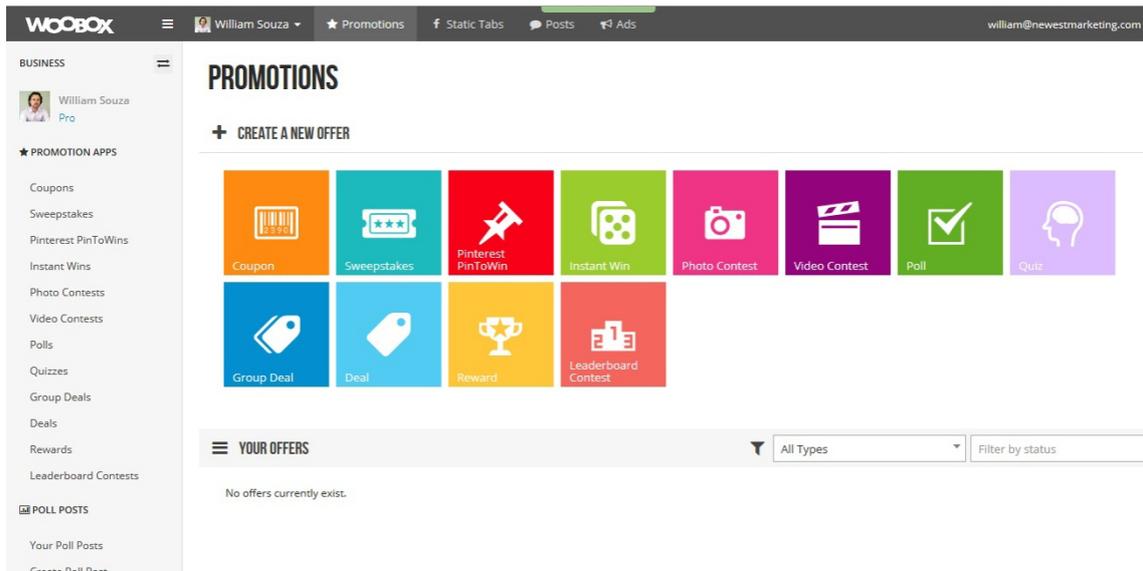
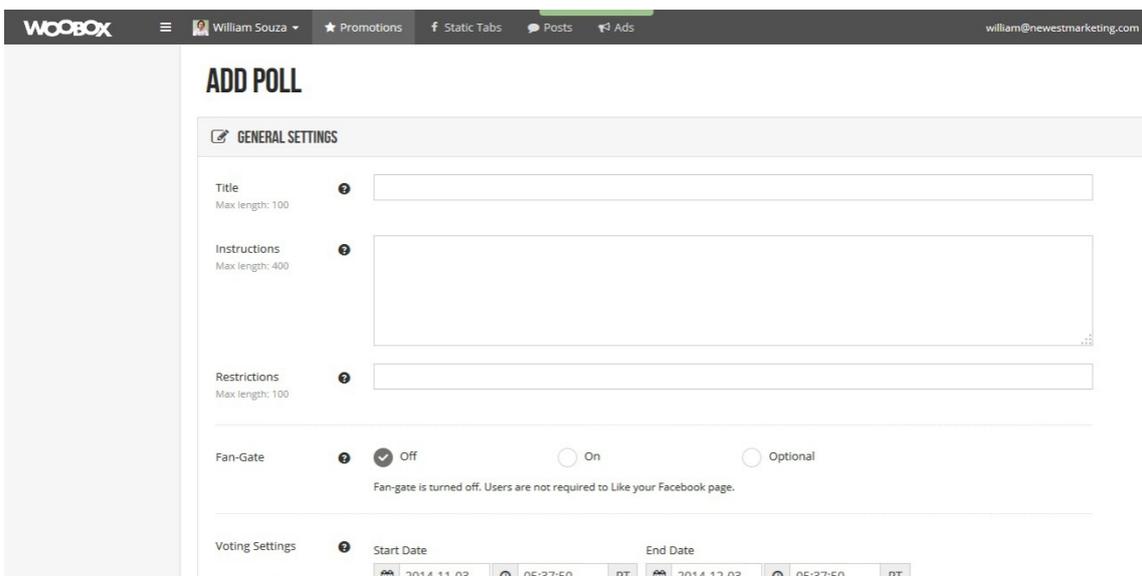
After buying, go to "Log in" and log in using your Facebook account (you must be logged in on Facebook with the account that has the fan page).

Choose the fan page that you want to create a poll for on the top left (in case you have more fan pages under the same account).



After selecting the right fan page, click on "Promotions" on the top menu and then choose "Poll".

You should see this screen:

ADD POLL

GENERAL SETTINGS

Title (Max length: 100)

Instructions (Max length: 400)

Restrictions (Max length: 100)

Fan-Gate Off On Optional
 Fan-gate is turned off. Users are not required to Like your Facebook page.

Voting Settings

Start Date: 2014-11-03 05:37:50 PT

End Date: 2014-12-03 05:37:50 PT

Fill out the form with the information of your poll.

Enable "Automatically post OpenGraph Vote action to user's Facebook timeline", choose an end date that's at least 15 days ahead (you may go with more, maybe 30) and enable the "Fan Gate" option, which will force people to like your page before voting.

Later, you will be given the option to customize the fan gate. Do it and just say something like "Like our page to vote for the best game of 2014".

If you can use an image here (hire someone to create it for you at Fiverr) it's even better, but it's not mandatory.

The next screen will be the "Vote Choices". Use 3 - 5 options. Two of them should be very popular online games and the other(s) should be the offer(s) you're promoting (the name of the games you're promoting).

Put the options and click on preview.

You will see that the poll doesn't look good yet, so click on "Customize" to add an image.

The process to find a cool image here is the same that you used to find images for the pic and cover of your fan page.

I suggest you also to add buttons as well as an image for the post entry page and fan gate.

It's on the post entry page that the magic happens. Besides adding the image, you're also allowed to enter HTML.

On that page, you should say something like "Thanks for voting! If you're not familiar with one or more games of the contest, just click on the link below and start playing!".

Below that, insert the links to the games. List the games you're promoting first and put your affiliate links as the destination URL (use hyperlinks, never insert the URL directly). After the affiliate offers put the other 2 games with links to their sites.

Done!

Your poll is set up and ready to receive some traffic.

Driving Traffic

The goal of this method is to get viral traffic, but nowadays it's not that easy on Facebook, since just a small percentage of your fans will see your posts.

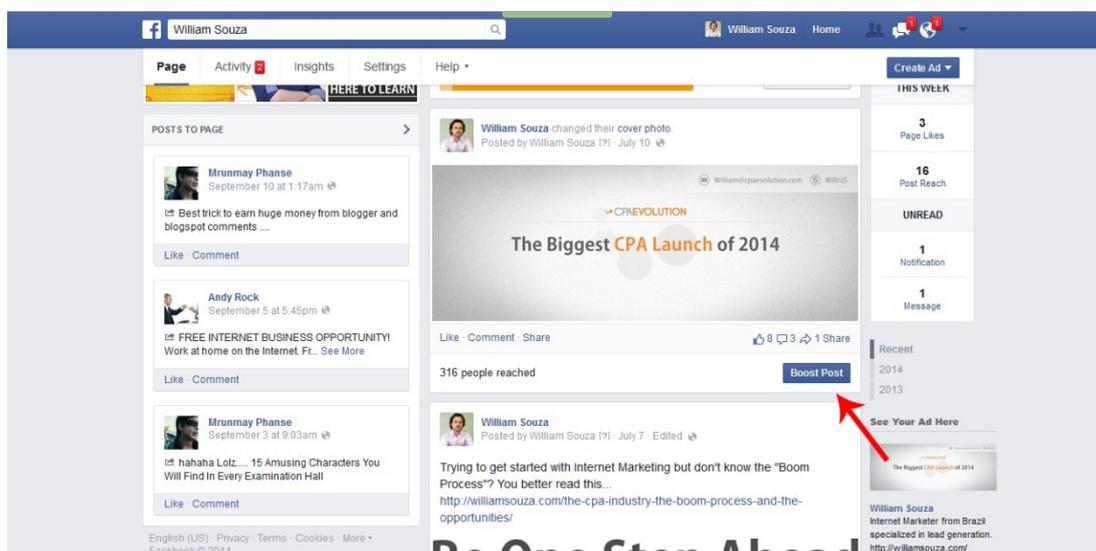
A post only gets exposure after many people like it... which isn't possible if it doesn't have exposure...

(Now you see why Zuck makes a dollar or 2 a day, huh?)

So, what you have to do is boost your post with a small investment, gain exposure and then enjoy the "organic" exposure and traffic.

I suggest you to make a post challenging people to vote on the poll, just use a very eye-catching image (the artworks can be a good option again) and say something like "What's the best online game ever? - Show that you're a real fan, support your favorite game by voting on the poll!". Include a link to the poll and then promote the post.

In order to promote the post you can click on the boost button.



The screenshot shows a Facebook page for 'William Souza'. The main content is a post from 'William Souza' dated July 10, which says 'William Souza changed their cover photo. Posted by William Souza (?) · July 10'. The post features a large image with the text 'The Biggest CPA Evolution of 2014' and 'CPAEVOLUTION'. Below the image, it shows '316 people reached' and a 'Boost Post' button. A red arrow points to the 'Boost Post' button. To the left, there are three posts from other users: Mrunmay Phanse (September 10), Andy Rock (September 5), and Mrunmay Phanse (September 3). To the right, there is a 'THIS WEEK' summary showing 3 Page Likes, 16 Post Reach, 1 UNREAD Notification, and 1 Message. At the bottom right, there is a 'See Your Ad Here' section with a small thumbnail of the CPA Evolution post and the text 'William Souza Internet Marketer from Brazil specialized in lead generation. http://williamsouza.com/'.

Select "People you choose through targeting" and specify the demographics. I recommend you to target males between 15 and 25 who live in the US (unless you're promoting offers for other countries) and have interests related to games (ideally games on the poll, but not the ones you're promoting, the popular games you're also including on the poll).

After that, you have to determine the budget. I suggest you to invest \$25 - \$50 initially. Then, choose a duration of 3 to 5 days.

This boost will bring likes, votes and, most importantly, exposure to your post.

Once completed this process, you should start seeing some organic exposure to your post, which will make you money (if the poll and offers are good!).

Continuous promotions

Don't limit your promotions to the poll only. Make posts on a regular basis and, eventually, make a post promoting a game. Then, boost it and promote it to your fans. It's cheap and can also give you a lot of organic exposure.

But be careful with the offers you choose, the advertiser has to accept Facebook traffic (not just paid traffic) and they have to be compliant with Facebook's terms.

If you use this strategy to build fan pages with a few thousand fans and continue to grow them with polls, you will rapidly build a nice stream of income.

This isn't a method with a huge potential, but it can put some easy cash in your pocket, which you can use to invest on methods with more potential.

Now, take action, implement the method and earn your first commissions!

To Your Success,

William Souza

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www.cpaevolution.com