

I'd like to start off by thanking you for purchasing this WSO, if you ever need help with anything I'm always available so don't be afraid to ask. With that said, let's get started.

The first thing I want to go over is obviously the method itself, in short this method is all about brokering CPA offers. Now that may not make much sense but I promise that by the time you finish reading this you'll completely understand what it is and how to do it.

Unlike other traffic generation methods such as PPC or SEO, brokering a CPA offer lets you get started with very little money (really \$0 with the method I'll show you) and it carries absolutely no risk. Very few people use this method and even less are willing to talk about it because they just simply don't know it exists and the ones that do know don't want any competition.

Here is how it works in a nutshell:

What you will be doing is taking a CPA offer, brokering it through your tracking system, and then locating websites and traffic sources that can promote your affiliate link. You'll give them a majority of the money and keep a small percentage of it for yourself as the profit.

Let me give you an example, let's say you're on a network that has an online degree offer that pays out \$40 per lead and you know of a website that has a good target demographic such as older teens and young adults.

So you approach them and offer them \$30 for every lead they generate, then you setup tracking for them (I'll show you how to do it) so they can get their link (which really just redirects to your affiliate link) and check their stats in realtime. They start sending traffic and leads under your affiliate link, you receive the payout, take your percentage, and then pay them the rest. Then you just repeat this cycle with as many offers and as many websites as you can :)

Now you may be asking "Why don't I just promote the offers myself and make more money?"

Well, this method has two major advantages:

- 1) It requires no startup capital and it has nearly 0 risk. If you follow the steps in this WSO it's very difficult not to make money and almost impossible to lose money. Ask anybody who has promoted CPA offers before and they'll tell you how frustrating it is to spend \$300+ on a PPC campaign and not have anything to show for it other than a handful of leads (negative ROI), a wasted domain name, and countless hours spent setting up the landing pages, tracking, and keyword research.
- 2) The money that can be generated is exponential, meaning once you setup a deal with a website/traffic source that money will be coming in on a daily basis. Sure some sites may only send you 5 leads per day, which means you'll only make \$50 per day off that deal but once the deal is done, it's done. You don't have to do anything, and if you only manage to setup 5 deals that are each worth \$50 each that's still \$250 per day (\$91,250 per year) in PASSIVE income. Not to mention that you get to help others monetize their websites/traffic, I still remember on my first deal was with an arcade site that was making about \$30 per day from adsense. After we teamed up and promoted the gamefly and IQ test offers the owner is now making \$250+ per day and I have \$75+ in passive income per day. And that's just one deal.

So enough of the intro, let's get started :)

The first thing we need to do is setup a system where our partners can login to get their links (which redirect to our affiliate links) and check their stats in real time. In the past this would set you back a lot of money but today I'm going to show you how you can do it for free, by signing up for hasoffers!

If you haven't heard about hasoffers then you may have been living under a rock :P

Hasoffers is something that I think the affiliate industry has been missing for far too long, a reasonably priced and hosted affiliate tracking solution. Most CPA networks either run directtrack or linktrust, both of these tracking platforms require a \$10,000 setup fee and \$1,000 per month just for the “luxury” of being able to track which affiliates are sending traffic to what offers.

Hasoffers decided to shake things up and has an entry price of just \$100 per month, but even better yet for a limited time they are offering their basic tracking solution, for free. You can setup your free account by visiting their website:

<http://www.hasoffers.com>

Now I want to make something very clear here, you will not be starting your own affiliate network, at least not yet. Running an affiliate network takes a lot of hard work, and takes a fairly decent and well trained staff of accountants and affiliate managers. We aren't using the hasoffers service to start a public affiliate network but more of a private “affiliate network”.

I hate to use the term affiliate network because CPA broker describes it better, but the reason we're using hasoffers is because it's the most flexible tracking solution and it's currently 100% free. If there was something better we'd be using that but since there isn't we'll just use that and pretend we're an “affiliate network” :)

Please note, even if you don't plan on using this method right away go ahead and signup for your hasoffers account. They have clearly stated that they will only be offering the free version for a limited time during beta testing so it could be pulled at anytime. The good news is that all free accounts, will remain free forever. So if you get a free account today, 5 years from now it will still be valid and functional with no charges so make sure you jump on that offer ASAP.

Hasoffers doesn't really have any strict requirements for signup, in fact all accounts are automatically approved and then reviewed later on but as long as you're 100% honest and don't try to hide your identity or do anything shady they will approve your account without any problems.

For now go ahead and stick with the free version, later on if you want to start working directly with major advertisers (I'll show you how later) or you want to take your “affiliate network” public then you can easily upgrade to the \$100 or \$1,000 editions.

Once you have your account activated (usually within 30 minutes of signing up) go ahead and just take the time to look over the platform so you can get familiar with it. It's very easy to learn and if you need any help they have a great support staff and tons of documentation available here:

<http://forum.hasoffers.com>

So once you get comfortable with the interface we can get started on the 1st step.

The first step is to find an offer from an affiliate network and add it to hasoffers so your partners can login to retrieve their links and check their stats. Now I know many of you are already on various affiliate networks but when you're starting off with this method I suggest sticking to 1 particular network, and that would be [tatto media](#).

Why tatto media? Well they are actually the owners of hasoffers meaning you will be able to add many various offers for your partners to promote in a very short amount of time and another great advantage is that they payout affiliates on a weekly basis.

This give you a huge advantage when you approach traffic sources because most of them are stuck waiting anywhere from 15 – 60 days after the end of the month in order to get paid any comission. Even if you offered them a lower payout they would probably take it just to be able to have their money sooner.

They also own many of the offers, meaning they can give you a higher payout which means better margins and they can do payouts via paypal so you can just import/export a mass pay file and pay all of your partners at once instead of having to send out multiple checks/wires.

Getting accepted into tatto media is just like getting accepted into any other affiliate network, just fill out the application, try not to use a free email, answer your phone when they call and you should have no problems.

The only piece of advice I have to give in regards to signing up is not mention that you're looking to “broker offers” on the signup form. The reason is because this is the term that many shady/scammer affiliates use when they want to do incentives on non-incentive offers which is something affiliate networks and advertisers really hate so you're pretty much garaunteed to get rejected if you mention that on your application.

I'm not saying you should lie, you should absolutely let your AM know what you will be doing but you want to make sure you say it in a way that inspires confidence. There is a lot of scamming and frauding in the affiliate industry which is why networks screen signups the way that they do. Here are a few things you'll want to make sure you tell your AM when you inquire about brokering offers:

1. Make sure you mention you're not an affiliate network because I stated earlier, you're not ;) Tell them that you don't accept public signups and that traffic sources don't find you, you find them. Your role is basically to look for under-monetized sites, find the right offer for them, and then pay them based on performance.
2. That you will be using hasoffers, they own it so they can keep an eye on your partners to make sure nothing shady is being done
3. You screen all partners for fraud (i'll show you how later)

As long as you let them know those 3 things you shouldn't have any problems brokering offers. The best time to tell them is either when you're on the phone getting your application processed or if you're just getting your account setup for use later then just give them a call and let them know ahead of time so they won't be surprised.

Remember that you can do this with any network, not just tatto media but I would suggest starting off with them because it will allow you to get the hang of the hasoffers interface (what tatto media uses) and you'll get weekly payouts so you'll be able to win over adsense publishers who are waiting 30 or 45 days for their payouts.

So the first thing you would obviously need to do is take a look at what offers your network offers, and just pick a niche, I would suggest staying away from the “popular” niches such as acai, grants, wrinkle creams and colon cleansing offers because there are already tons of other affiliates brokering those deals and since they do a lot of volume they are able to get higher payouts and it's hard to compete especailly when you're starting off.

Since you're brand new, here are the niches that I would suggest going into when you first start out:

- dating
- toolbar offers
- dvd/games (netflix, gamefly)
- email submits
- ringtones
- iq test
- auto (insurance, loan, etc)
- education (loan, online degree, grants, etc)
- bidz.com

Notice anything about these niches? They are very broad, unlike specialized niches like diet and beauty it's very easy to find partners in these niches and do cross advertising

example: a car blog has many visitors who are probably interested in auto insurance and is a largely male demographics so you can also promote dating

I put one specific offer there, the bidz.com offer. If you're just starting out this is a really great one because it's so easy to monetize it. It's a 6 field form that pays out \$8 whenever somebody registers for the website, the auctions are all about jewelry so you can partner up with just about any site that is about fashion, celebs, gossip, or has a large female audience.

Getting the deals with these types of sites is easy too because they usually show low paying ads that don't pay more than \$0.20 per click on adsense or less than \$1 per 1,000 displays with banner ads.

So for this example I'm going to use the bidz.com offer but you can use whatever is comfortable for you, if you know somebody that has a website related to one of the niches above then maybe you should start off with that because you two will already have a relationship which will make it easier.

So the first thing we're going to do is go to tatto media's offers (or whatever network you want to use) and find the offer, In this case it's bidz.com

The first thing you'll want to do is obviously get your tracking link, this is where all the traffic from your partners is going to go so you'll want to make sure it's the right one.

But since we will probably be using multiple partners, we'll want to add a "sub id" to our links so we can easily track which partners are sending us good traffic and generating sales and which partners have traffic that just isn't performing so we can identify and optimize any issues.

Adding a sub id is pretty easy, if you have any questions about it you can always just ask your AM and they'll help you set it up, in tatto media's interface it pretty much explains itself:

Generate Tracking Links

Tracking URL

Use the Tracking URL above in your marketing campaigns. Tracked as clicks in reporting.

Add Sub ID

A Sub ID will allow you to group and filter by the value on the stats page. Standard alpha numeric characters can be used and must be less than 20 characters.

Add Tracking Info Would you like to pass in unique user information for conversion tracking? [Click here.](#)

Impression Pixel Would you like to tracking the number of impressions the Tracking URL receives? [Click here.](#)

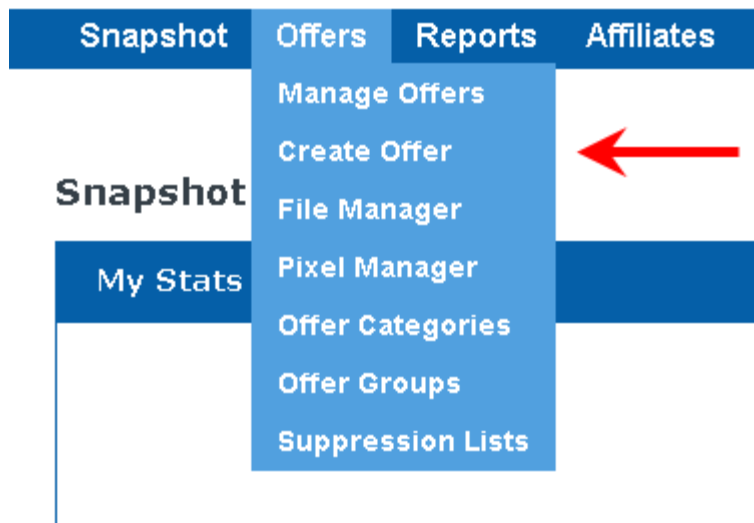
For now you'll just want to enter "1" into the sub id field and click update/add so your tracking URL should look something like this:

`http://click2go.org/aff_c?offer_id=234&account_id=42245&sub=1`

Go ahead and open notepad or whatever text editor you use and paste it in there, you'll need it for the next step which is adding an offer to your hasoffers tracking system.

So by now your hasoffers account should be up and running, if it isn't just give them a call and they can get it set up within a few minutes assuming there aren't any problems with your application.

Once you have hasoffers, go ahead and login and go to the "offers" section and select "create offer"



The offer creation form pretty much explains itself, IMO it's always best to copy the offer information EXACTLY as it is presented to you by your affiliate network. So for bidz.com, this is what tatto media has:

Offer Information

Name	Bidz.com - Short Form
Description	The best e-commerce campaign since eBay. Bidz is the premier online auction house specializing in jewelry at deeply discounted prices. Conversion upon first page six field form submit. This offer cannot be incentivized. US and Canada traffic only.
Payout	\$8.00
Expiration Date	April 7, 2014
Countries	CA, US
Type	Entertainment
Offer URL	http://www.bidz.com/bzJApp/HTPPromoPage.action?query=categoryId:1205

So I'll go ahead and copy that information, except for the payout of course. The rest of the form involves a little more work but it's not hard so I'll go in order after the "description" of the offer:

Please note: I skipped the "Creative URL" because it requires a little more detail which I will go into in the next section:

conversion tracking: This will be different depending on which network you use, some of them allow you to use iframe tracking, others only allow image tracking, while some force you to use https img tracking. Luckily hasoffers can handle all of these but the best one to use IMO is http iframe, if your network doesn't offer that then use whatever type of tracking they use. If you need help then just contact your AM and they'll let you know how to set it up, luckily tatto media does have iframe tracking so I'll go ahead and stick with that.

Preview URL: This just the preview url so affiliates can see where the offer goes to, you can just put the domain which in this case would be <http://bidz.com>

Creative URL: Skipped, scroll down to see directions for this field.

Status: Active, this one explains itself :)

Expiration Date: Set it for 5+ years so you don't have to deal with it in the near future

Payout Type: For most CPA offers this will be "Doller per Conversion". It's rare that you would choose any other type of option unless you setup other private deals with merchants which is something we'll go into later.

Default Paout per conversion: This is how much you will pay your partners, for an offer like bidz I would pay them \$5 per lead. If you want to, use offervault.com to see what other cpa networks payout for this type of offer and make it competitive.

Revenue per conversion: This is how much the network or the merchant is paying you for each lead, in our case it's \$8

Conversion Cap: This should usually be disabled 99% of the time, some offers have limits such as “100 leads per day”, if your offer has a cap then make sure you enable this option. If you're unsure if your offer has a cap, ask your affiliate manager.

Redirect Offer: This should also be disabled, if you enable it the offer will redirect once you reach your daily cap, this is a great way to get around daily caps because you can send it to the same offer, via another network or a competing offer.

Converted Offer: This should be disabled unless you are running your own (or a merchant's) offers that have upsells/cross sells and you want to credit partners for those sales.

Cookie Lifespan: It should be set to 1 month, this is standard with most offers.

Multiple conversions: This should always be disabled, otherwise you end up paying out multiple times for the same leads.

Private: Disabled, this option hides offers from partners which means they have to be “invited” into it. This simply just takes up more of your time and is pointless for us.

Suppression list: If you're dealing with people who have an optin list then you'll want to have them process the suppression list (AKA unsubscribe list) before mailing. You can download this from your network or ask your affiliate manager.

Custom Variables: This should be disabled, most partners aren't ppc marketers so they won't need this. If you do partner up with a ppc marketer then they may want this option enabled so they can track their leads easier.

Website Links: This should be disabled 99% of the time, most offers don't allow you redirect to specific pages and it can get you pulled/banned from certain offers.

Countries / Regions: It explains itself, just put in the countries that the network says is allowed for this offer.

Browser Type: Go ahead and check all, otherwise legitimate traffic will get redirected to other offers.

Ok now for the Creative URL details, what you will want to do is take the URL I told you to paste into notepad earlier which looked like this:

```
http://click2go.org/aff_c?offer_id=234&account_id=42245&sub=1
```

And remove “1” from the end of it and replace it with {affiliate_id} so it looks like this:

```
http://click2go.org/aff_c?offer_id=234&account_id=42245&sub={affiliate_id}
```

What this does is that it takes your partner's id (or "affiliate" id) and uses that as the subid. Now when you login to tatto media or whatever network you use you'll be able to easily see which affiliate id's (your partners) are generating clicks/sales and if the network or advertiser has a problem with a specific partner of yours they will be able to say "hey your traffic source for subid 2 is sending bad traffic" and you can easily cut that partner off from the offer.

Now you're pretty much all set but just for visual reference, here is what my "create offer" form looks like so far:

Offer Information

Name:	<input type="text" value="Bidz.com - Short Form"/>
Description:	<input type="text" value="house specializing in jewelry at deeply discounted prices. Conversion upon first page six field form submit. This offer cannot be incentivized. US and Canada traffic only."/>
Additional Terms and Conditions:	<input type="text"/>
Conversion Tracking:	<input type="text" value="HTTP iFrame (affiliate pixel support)"/>
Preview Url:	<input type="text" value="http://bidz.com"/>
Creative Url:	<input type="text" value="=234&account_id=42245&sub={affiliate_id}"/>
Status:	<input type="text" value="Active"/>
Expiration Date:	<input type="text" value="July"/> <input type="text" value="16"/> <input type="text" value="2014"/>
Payout Type:	<input type="text" value="Dollar per Conversion"/>
Default Payout per Conversion:	<input type="text" value="\$5"/>
Revenue per Conversion:	<input type="text" value="\$8"/>



Once you set all your form fields and edited all of your options go ahead and click "ad offer"

On the next page you'll see the advertiser tracking pixel, this is what will allow you to track which partners are sending hits/leads and allow them to see their stats. You can also click on the "test link" and check your stats in your affiliate network to make sure the link is working and sub ids are being tracked properly.

Bidz.com - Short Form

Advertiser Tracking Pixel

Advertiser must place the conversion tracking pixel below on the confirmation page near the opening body tag.

```
<!-- Affiliate Offer: Bidz.com - Short Form -->  
<iframe src="http://ads.go2jump.org/aff_1?offer_id=2"  
scrolling="no" frameborder="0" width="1" height="1">  
</iframe>  
<!-- // End Affiliate Offer -->
```

Go ahead and copy that data into notepad, and head back over to tatto media (or your network) and add the iframe/image tracking as single line so you'll need to remove this text:

```
<!-- Affiliate Offer: Bidz.com - Short Form →
```

```
<!-- // End Affiliate Offer →
```

So that you're iframe code looks like this:

```
<iframe src="http://ads.go2jump.org/aff_1?offer_id=2" scrolling="no" frameborder="0" width="1"  
height="1"></iframe>
```

or in tatto media, like this:

Conversion Tracking Pixels

Input your third-party tracking pixels below. iFrame, image and JavaScript pixel compatible. TattoMedia tracking pixel. The system will dynamically replace the following variables when "{info}" for tracking info and "{ran}" for a random number.

Protocol: Third-party HTTP pixels only.

Add New Pixel

```
<iframe src="http://ads.go2jump.org  
/aff_1?offer_id=2" scrolling="no"  
frameborder="0" width="1" height="1">  
</iframe>
```

Save

Click “save”, “add”, “update” or whatever your affiliate network uses to add pixels. That's it! The offer is now on your hasoffers tracking system and ready for affiliates to promote.

The process is pretty much the same for any network but if you have any questions just speak to your affiliate manager or the hasoffers support team and they'll be able to help you with anything you need.

Now remember the 2 most important steps in this section are to choose the proper tracking mode and to setup your Creative URL's properly with sub id tracking.

For the tracking mode I always suggest iframe because it's reliable and accurate, if iframe isn't available then choose javascript, if that's not available then obviously your only option is image tracking.

If you setup a private deal with an advertiser (something we'll go over later) then obviously you'd just hand them the tracking code to put on the "thank you" page which will let you all know that a partner should be credited for a sale/lead.

Ok, so now you've got one of your cpa links on hasoffers. The next step is to find partners to promote those links.

There are many ways to find them but I'll show you my favorite methods, my first and absolute favorite method is through my own personal network of friends and associates who are affiliates. These are people who already know and trust you so it's not very hard to reach out to them and have them promoting your offers.

If that's not an option for you or you already have your friends promoting offers then the next logical step is to approach people you don't know. It's not really as hard or as frightening as it may seem. There are lots of ways to go about this but I'll start off with the easiest one and that's through forums.

People just absolutely love forums because it gives them a chance to talk with other people about similar interests, which is probably why the warriorforum is so popular. It's also an easy way to get your foot in the door of a forum owner because you can easily get their attention with a simple private message.

Remember that you'll want to keep it targeted and related to your offer, it's unlikely that there are very many jewelry forums out there so you'll have to do a little bit of old fashioned keyword research to think of other related forums that have visitors who would be interested in the bidz.com offer.

Now normally when you're researching a niche you try to focus on keywords, but with this method you'll need to focus more on demographics. The reason is that if all you searched for was "jewelry forums" and "jewelry blogs" you'd come back with maybe 1 or 2 "corporate" forums/blogs who won't accept advertising unless it's their brand and a long list of blogs and forums with very little traffic.

So the first thing we need to do is come up with a list of forums that are related to jewelry, here are a few off the top of my head:

- fashion
- makeup
- hairstyles
- clothing
- beauty

purses
style

After you've brainstormed some good words you'll now want to take those and plug "forum" to the end of them and start searching on google:

fashion forum
makeup forum
hairstyles forum
clothing forum
beauty forum
purse forum
style forum
etc.

Not exactly rocket science is it? :)

One thing you'll want to keep in mind when searching for forums: post counts and the amount of members do not matter. Sure it's great to come across a big forum with lots of members so your partner can do an optin mailing and make both of you a lot of money really fast but smaller forums also have something very important, traffic.

I've ran several forums myself and on average you can expect up to 20 hits per day for every member you have, so a forum with only 100 members can easily see 2,000+ uniques per day. With a decent and targetted banner you can get a 1 – 2% click through rate and 20% conversion rate (in the case of bidz) which would equal about \$12 - \$24 per day in passive income for you per site.

Setup deals with 10 sites like that on various offers and you're making more than most people do and all without lifting a finger so keep that in mind and don't over look smaller websites.

Now you just go through the list and find potential partners and approach them with your offer. At the end of this section i'll give you the template I use when contacting potential partners so if you want example just scroll down to the end.

Now it's time to find "general" sites that have similer demographics, and the best way to do that is with the google ad planner which is available here:

<https://www.google.com/adplanner>

If you don't have an adwords account you will need one but you don't need to spend any money so don't worry about it.

You can either search by site or by audience for now we'll search by audience:

Search by site Search by audience

wikipedia.org

Once you're in the audience panel you'll want to click on the "Geography" tab and select the countries in which your offer can be promoted, in the case of bidz.com it's available in the US and Canada.

At the moment you can only choose one country at a time so for this example I'll just use the US but you'll repeat the same process for all other countries.

For Language you'll want to select the language you're targeting, which is obviously English for bidz.com

Now in the demographics field you're going to have to use your best judgement, in the case of bidz it's fairly simple: Women over 18 because that's the demographic that is most likely to buy jewelry online.

If you were promoting something like a dating offer then you'd obviously want younger males with no children in the household. With something like toolbars/zwinky, or mobile offers you'd obviously want people 0 – 17.

But as I said earlier, in this case we'll stick to women over 18:

Gender

Male

Female

Age

0 - 17

18 - 24

25 - 34

35 - 44

45 - 54

55 - 64

65 or more

Children in household

Yes

No

Education

Less than HS diploma

High school

Some college

Bachelors degree

Graduate degree

Household income

\$0 - \$24,999

\$25,000 - \$49,999

\$50,000 - \$74,999

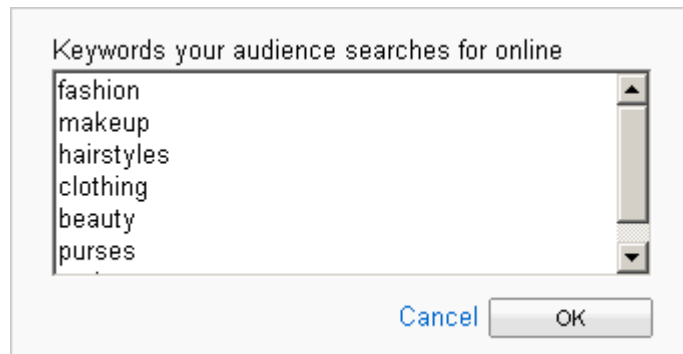
\$75,000 - \$99,999

\$100,000 - \$149,999

\$150,000 or more

Cancel OK

Go ahead and skip the “sites visited” tab, you won't need that unless you're dealing with a highly specialized offer. In the “keywords search” tab you'll want to enter the keywords you brainstormed when you were searching for forums, which in this case would be the following:



Finally when you're done with all the demographic details, hit “ok” and the list of websites should update itself and you'll see something like this:

<input type="checkbox"/>	Placement	Category
<input type="checkbox"/>	hairstylesdesign.com	Hair Care & Products
<input type="checkbox"/>	myhaircuts.com	Hair Care & Products
<input type="checkbox"/>	1001-hairstyles.com	Hair Care & Products
<input type="checkbox"/>	latest-hairstyles.com	Hair Care & Products
<input type="checkbox"/>	hair-factory.com	Hair Care & Products
<input type="checkbox"/>	totalhair.net	Hair Care & Products
<input type="checkbox"/>	prohaircut.com	Hair Care & Products
<input type="checkbox"/>	2hairstyles.com	Hair Care & Products
<input type="checkbox"/>	hair-styles.org	Hair Care & Products
<input type="checkbox"/>	hairstylescut.com	Hair Care & Products

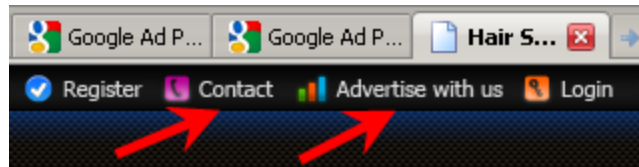
Obviously your screen will have more rows and columns but I just showed part of it since the image wouldn't fit in a PDF.

Now you can go through the list and find websites you think would be a good match for your offer, for example let's look at the first website:

hairstylesdesign.com

The demographic that would be interested in hair styles would probably also be interested in jewelry so they'd make a good match, you can then simply visit the website and the first thing I always look for is a contact form.

In my opinion shouldn't email them unless it's the only option, but as you can see on this website they have 2 links called “contact” and “advertise with us” in the top right corner:



If you click on “advertise with us” you get taken to a contact form which has the option for “partnerships”

A screenshot of a contact form. The form is white with a light gray border. It contains several input fields: 'First name', 'Last name', 'Company', 'Email', 'Phone', 'Subject', and 'Message'. A dropdown menu for 'Department' is open, showing 'Partnership' selected. A red arrow points from the left to the dropdown menu. At the bottom right of the form is a black button with the word 'SEND' in white capital letters.




If you were to approach this particular website that would probably be the best way to go about it because your inquiry goes straight to the decision maker. If that wasn't an option then obviously you'd use the contact us form, email, or phone.

Now simply repeat the process through the rest of the results in google ad planner and you're good to go!

Now the third method for finding partner websites is tedious and should probably be outsourced unless your low on funds or have some free time to do it yourself.

The third method is to find affiliates who are already promoting the offer BUT are either receiving a lower payout or are on a network that doesn't provide them with weekly payments. One of the great things about tatto is that they only have offers where they have direct connections with the merchant which means they can give you higher payouts then other networks who just broker the offer.

Let me give you a quick example of this in action, if you don't already have one, you should get an offervault account because it's a great way to find new offers but in case you don't let me show you a quick screenshot of what other networks have for bidz.com:

Offer Name	Sale Payout	Lead Payout
Bidz (preview)		\$36.00
Bidz - Jewelry & Fashion Auctions (preview)		\$33.00
Bidz International Jewelry Marketplace	16%	\$1.00
Bidz.com - (Alternate Landing Page) (preview)	\$35.00	
Bidz.com - Online Jewelry Auction (preview)	\$35.00	
Bidz.com - Sales Campaign (preview)		\$32.19
Bidz.com - Sunglasses (preview)		\$5.75
BIDZ.COM - US & CA (preview)		\$40.00
Bidz.com CPS Campaign - US, UK, CANADA, AUSTRALIA, NEW ZEALAND (preview)		\$30.00
Bidz.com Online Auction		\$36.00
Bidz.com Online Auction - Español		\$32.00
Bidz.com Online Auction [1538] (preview)		\$20.00
Bidz.com Short Form - Arabic (preview)		\$6.75
Bidz.com Short Form - Latin America (preview)		\$3.75
Bidz.com Short Form - Spain (preview)		\$6.00
US - Bidz.com - Short Form - No Search Brand Bidding (preview)		\$6.75
US/CAN - Bidz.com - Short Form - BY APPROVAL ONLY (preview)		\$6.00

I had to cut out the network names but as you can see, most networks don't even have the bidz.com LEAD offer, they have the pay per sale offer which will have much lower conversion rates which means less money.

Not only that, but look at the payouts on the 3 networks that do carry the pay per lead offer:

Neverblue	\$5.75 per lead
Cpaflash	\$6.75 per lead
ComissionEmpire	\$6 per lead

And here you are getting \$8 per lead, talk to your AM and they can easily bump you up to \$9 per lead and as much as \$10 per lead if you have good volume (networks currently get paid \$12 per lead by bidz.com)

Not to mention that neverblue is net15, cpaflash and comissionempire are both net30 which means their affiliates have to wait 15 – 30 days to collect the previous months earnings.

If you approach an affiliate and offer them an equal or slightly higher payout with weekly payouts then there is no doubt most would jump on the opportunity to promote the offer through you instead of through one of the networks above.

The easiest way to find such affiliates is to search through the adwords ads through this link:

<http://www.google.com/sponsoredlinks>

and search for “bidz” without the quotes

Unfortunately since bidz.com doesn't allow bidding on their trademark you won't find many for this particular offer, but in this case I did find this website:

<http://dealzfirst.com/Misc/bidz.htm>

You can then simply go to domaintools.com to find their contact information:

<http://whois.domaintools.com/dealzfirst.com>

Obviously this method will work better with niches such a acai berry or wrinkle cream because in those niches nearly every single adwords ad is for an affiliate where as in the jewelry niche most keywords are retail stores but you get the general idea of this method.

Another good way of getting PPC marketers to partner up with is through the webmaster forums, releasing a free/cheap report on the WSO forum or through digitalpoint won't make you very much but if you make it specific such as “how to promote ringtone offers” or “\$100 per day from iq test offers” and allow the report buyers to partner up with you then it's worth it in the long run.

If you want even more potential partners, release something like a script. I remember when I first started this method I released a small poll type script for email submits and released on digitalpoint. It made it's way through the blogosphere (I know, I hate that word too) and I ended up getting so many requests that I had to disable my hasoffers signup form because I couldn't keep track of the truly invtd partnerships vs people who thought I was an affiliate network.

So take the forums to your advantage and give away free reports on how to promotoe specific offers.

Now the final method involves some good old fashioned, in person elbow rubbing with other affiliates. Of course i'm talking about the affiliate conventions. Places like ad tech and affiliate summit are great places to find potential partners.

Another great in-person way to find partners is through meetup202:

<http://meetup.tracking202.com>

If the name and domain didn't give it away, it's run by the same group that brought you prosper202 and tracking202. These meetups are in just about every major city across the US and are exclusively

focused on “pro” PPC marketers so it's a great place to network.

Now when you contact potential partners via the web you'll want to have something prepared to say, here are two templates I always use. Obviously you'll want to rewrite these a little to suit you and them:

IF they don't have ads on their website:

Hey I ran across your website and noticed that you didn't have any type of monetization or ads being displayed, is there a reason for this? If you're having trouble finding the right advertisers I think I can help you, I run a performance based ad agency called (your company name) and we have a few advertisers that I think would make a perfect match for your visitors. We send payouts to our publisher partners out weekly and have some of the best payouts, if you're interested just let me know and we can discuss it further

If they have ads on their website:

Hey I noticed that your website has adsense ads on it, while it is a good way to monetize a website I think you're missing out on a lot of revenue by not going direct with performance based advertising. For example right now I see an ad for a free iphone offer, based on my past experience the advertiser is paying google about \$0.20 per click which means you'll get \$0.10 per click but the advertiser ends up making \$2 for every person that submits their email. That's a lot of revenue to lose, especially when you compound it over a period of a year or so.

If you're interested I can invite you to my ad network which is mostly performance based, we actually have that free iphone offer so you can test it out and see how much you're able to earn from it and we pay out publishers on a weekly basis either through check, wire, or paypal so you won't have to wait around for over a month for google to process your payment. If you're interested let me know and we can discuss it further.

When you're in person you'll probably just want to say whatever comes to mind and not approach people with the intent of “recruiting” them but helping them and finding more about them. The conventions and meetup202 events are usually laid back and educational so hopping from person to person every minute and telling them about your partnership will probably make you appear as nothing more than a sleazy salesman.

Ok so now that we have covered how to setup tracking, getting offers, and obtaining partnerships it's time to move onto the slightly more advanced stuff.

Now being CPA offer broker is great since there is very little work involved, but what's even better is when you have partners promoting YOUR products and I'm not talking about clickbank products or JV's here.

I have a method which I like to call the “cpa funnel” method and here is how it works, what you do is take a high paying offer (i'll use online degrees for example) and then match it up with a lower paying offer such as a “win a free college scholarship” offer.

You then turn that college scholarship offer into a short form submit or an email submit, and collect the data to your optin email list and upsell the higher paying offer, in this case the online degrees offer.

This way you're paying out \$2 - \$5 per lead (depending on what info you collect) and then when the submission is done you say "take the next step and apply for an online degree" which pays you as much as \$40 per lead!

Sneaky huh ;)

Well not really, it's done a lot more often than you think. A good example is obviously email submits, but if you want an example of what I just used then checkout this website:

<http://scholarship-source.net/college.html>

After you submit the data you get an "upsell" and every few days in your inbox will be a nice "reminder" telling you how important it is to apply for that online degree.

And the great thing about this method is that it can be done with just about any niche!

Let me give you another example which generates even more money, unfortunately this one will only work if you're in the USA but I'm sure you can think of other similar deals in your own country.

Debt settlement CPA offers usually pay anywhere from \$10 - \$25 per lead, but what most affiliates don't realize is that these leads can generate as much as \$3,000 for the companies who pay for them. So how could you take advantage of this and earn that much?

By starting your own debt settlement net branch!

<http://www.squareonedebt.com/net-branch/>

Obviously, it's not that easy and does require some work. But what these net branches do is take the leads you give them, have their attorneys process them and negotiate with the credit card companies, and then you get 80 – 90% commission off of the revenue that is collected and they take a flat fee out of that money.

For example if somebody has \$10,000 in debt, you send it to the processing company, they negotiate the debt and then after the fees you end up with about \$800, and that's assuming they only have \$10,000 in debt. Many people have much more! But again, it's not that "easy" otherwise everybody would be doing it right?

Just wanted to throw that in real quick so you can think beyond "leads" and see opportunities to collect them yourself as an advertiser/merchant and monetizing them.

Now on to the next lesson, getting merchants on your own.

Now this is more advanced and shouldn't be done until you have at least 6 months experience as a CPA broker, the upside to doing this is that you can get more and exclusive offers with better payouts which of course results in more partnership possibilities which in turn leads to more money :)

The best piece of advice I can give when you go direct is to stick with the bigger, name brand companies in that niche. The reason is because smaller merchants usually don't know much about CPA offers and as a result are unlikely to trust you while major advertisers get approached by networks everyday so the concept of performance marketing isn't new to them.

It's actually very easy to go direct with merchants, you simply let them know that you're brokering offers and if they would be willing to place your hasoffers pixels on their "thank you" page so you and your partners can track all the sales/leads that are sent. The hardest part about going direct is handling the cash flow.

Most of the time it will be very difficult to get weekly/biweekly payments from merchants, in most cases you'll end up getting either net15 or net 30 payments which can put a strain on your cash flow or make it worse on your partners because they will have to wait until you get paid so they can get paid.

And I just had to throw in one more negative in there, sometimes it's actually easier to just broker an offer than it is to go direct. For example copeac currently pays out \$19 per netflix trial and you can probably get that bumped up to \$21 if you ask nicely. But if you went to netflix and tried to go direct with them this would be your payout:

Netflix Payment Schedule

Number of Subscribers* in any month	Referral Fee earned per Subscriber
1 to 499 Subscribers	\$9.00
500 to 1,499 Subscribers	\$11.00
1,500 to 2,999 Subscribers	\$12.00
3,000 to 3,999 Subscribers	\$14.00
4,000+ Subscribers (contact us)	Up To \$30.00**

This is why I recommend that you always go through a CPA network first, build up some reputation and then go the network and say "hey this is my affiliate id on (network name), and here is how much they pay me, can you beat that?" and then go from there.

Now I know you're probably asking, how do I get in contact with a merchant once I want to go direct? Well it's very easy, all you have to do is look for their affiliate program. Almost every single major retailer has an affiliate program of some type and the best way is to simply join and then make the pitch whenever they call you to verify your account.

For example for netflix you're able to contact them here:

http://www.netflix.com/ContactAffiliates?lnkctr=cu_affiliate

And gamefly can be contacted through this page:

<http://www.gamefly.com/about-us/affiliate-program/>

How did I find those links? All I did was go to their website and search for the word “affiliate” and clicked on it ;) So as you can see, it's not hard to do.

Here are some good resources to start off with in case you want to go direct and their description:

<http://www.autocreditexpress.net/affiliates> – White label auto loan affiliate program with slightly higher payouts than most networks. This will allow you to design your own site and make it look like your offer. You can then let your partners promote this or join other networks such as neverblue as an “advertiser” and have their affiliates promote it for you.

<http://www.dealerlink.us/affiliate.html> – Another auto loan affiliate program but no white labeling.

<http://www.speedycash.com/affiliates/> - A payday loan affiliate program that pays \$50 per customer

<http://www.mycashnow.com/payday-loan-affiliate.php> – A payday loan affiliate program that pays out \$30 per lead and then \$45 for every approved application. Give your affiliates \$30 per lead, and you keep the \$45 for every approved application or the other way around :)

<http://www.2insure4less.com/affiliate/> - This is a very popular insurance offer on many networks and probably a good idea to go through a network before you go direct with these guys. Maxbounty affiliate network has the highest payout for this offer at \$10.75 for auto leads and higher payouts for everything else too.

<http://www.netquote.com/affiliate/netquote-affiliate-compensation.aspx> – Another insurance offer, the only network that carries this one is neverblue, they pay \$6.75 per lead but if you go direct you get \$11 per lead. What you can do with this one is offer is pitch it to other affiliate networks and let them keep \$9 per lead, then they will pay affiliates \$7 per lead and you're making \$2 in profit without doing a single thing :)

http://www.netflix.com/ContactAffiliates?lnkctr=cu_affiliate – netflix offer as discussed earlier, probably a good idea to go through copeac until you can reach volume with your partners and qualify for higher payouts. Then pitch the offer to other networks so they have to broker it from you :)

<http://www.gamefly.com/about-us/affiliate-program/> - gamefly offer, same with netflix. Go through an affiliate network and then go direct when you get volume. Convert2media has the highest payout for this offer at \$20 per lead. Cx digital and affiliate.com have it for \$18 per lead.

<http://www.vpaffiliates.com> – video professor offer, the ebay trial offer converts VERY good and it pays out \$55 per lead but I suggest going through neverblue, they payout \$53 per lead and I don't think the extra \$2 is worth having to join ANOTHER network.

<http://directcommunications.us/contact.htm> – if you want to setup your own dish/directv/verizon/adt home security offer then this is the company to go to. Go on comission junction or offervault and you'll see companies are paying \$20 per lead and as much as \$200 per sale on dish/directv/verizon/adt home security. Why do you think that is? Because it makes so much money! About \$400 per install and they do all the work, all you do is provide leads and split some of the money with them. These offers are rare because very few people know about directcommunications so if you create an offer for this allow other networks to broker it for you and you'll make VERY good money.

<http://www.apartments.com/affiliates/index.htm> – very high quality offer that converts great and has a BIG traffic pool, the problem is they are very picky about who they work with. You will probably want to wait until you have a year of experience and a good track record until you try and work with them because they are very selective about which companies they work with.

<http://quinstreet.com> – The biggest player in the online education and finance lead industry, they too are very picky who they work with so you will want to wait until you have some experience and a good track record. The good news? Payouts as high as \$55 on a 10 field online degree offer! Definitely worth the wait :)

<http://www.apollogrp.edu/Vendor/NewSupplierintroductionForm.aspx> – This is the “company” that owns the University of Phoenix. The biggest buyer of edu/online degree leads. They are very picky and you will want to build up a track record and experience in the EDU field before you contact them otherwise they won't bother with you. Start off with quinstreet, then go direct ;)

http://www.leadbay.co.uk/supply_leads.html – Very popular lead broker for the UK market, they have leads for everything and some of them pay as high as \$120 USD (they pay in euros/pounds). You will have to setup your own website/forms so you'll probably need a programmer but with very few UK offers on affiliate networks this will give you an advantage if you know the market well.

<http://www.reply.com> – another lead broker, except this one is for US leads only. It works in the same way that leadbay.co.uk does. You offer leads, they sell them to their marketplace, and then you get paid.

<http://www.leadpoint.com/index.php/sell-leads/home/> - Yet another lead broker, this one is for the US only, they do have a .co.uk version: <http://www.leadpoint.co.uk/index.php/sell-leads/home/> which works the same way as reply.com and leadbay.co.uk

<http://directleads.com> – The CPA network owned by direct track which is the software most affiliate networks use, they have good offers that are exclusive to them but they are hard to get in contact with. I don't think they like competition :P

<http://www.addrive.com> – Whenever you see an email/zip submit, there is a 99% chance that addrive owns it. This is where all the networks get their email/zip submits from and you can easily get them for your partners too. Getting approved is easy but they do “test” you before they allow you to broker offers to make sure you know how to spot fraud, as long as you're honest with them and let them know you only work with private partners and not public ones they should have no problem accepting you.

<http://www.mate1.com/affiliates> – Very popular offer on CPA networks, they payout \$4 if you go direct and neverblue pays out \$2.80 so depending on your volume it may or may not be worth going direct with them, up to you.

<https://publishers.singlesnet.com/register> – Another popular offer like mate1, they payout \$4 per lead but can bump you up to \$5 if you do volume and will pay as much as \$11 per lead if you send them high quality leads. They pay weekly too so I highly suggest going direct with them for higher/faster payouts than most networks.

<http://mobileentertainment.directtrack.com> – This network owns many of the IQ quizzes, crush, love predictor, and ringtone offers.

<http://affiliatetraction.com/networks.html> – affiliate traction acts as the agency of record for many affiliate programs and is known as a “direct broker”. Meaning they can connect you with advertisers such as coca-cola and flowers.com to jcpenny.com and newegg.com. They aren't cheap but once you get a good amount of partners or if you want something unique to promote they are the place to go.

<http://www.mediatrust.com> – Also known as advaliant, this is the “source” of many of the acai/resv/colon cleanse products you see. They own and control the offers so they can get you the best payouts. They also own the exclusive deal (agency of record) with freecreditreport.com and a few other insurance related offers.

<http://www.adweek.com/aw/subscriptions.jsp> - \$20 per month gives you access to adweek magazine, a great resource that helps you find the agency of record (ad agency who handles the advertising for major brands) how much they're spending, and where they're spending it. If you see that Pepsi highered atlas advertising to collect email leads through online marketing with a target acquisition cost of \$4 per lead don't you think atlas advertising would be willing to pay you \$3 per lead? I'm sure you can see how useful this is if you want to go direct :) It's also a great learning resource for the advertising industry in general.

Ok now for the final lesson, catching fraud.

As I'm sure you already know, affiliate networks do a very good job of screening affiliates before they allow them into the network because there is a great amount of fraud in this industry. Everything from affiliates paying for signups with stolen credit cards and filling out their own lead offers to sophisticated zombie bots that fill in fake information and incentive sites cheating both advertisers and users.

If you stick strictly to recruiting partners then this probably won't be a problem for you but I still think it's something you should know in case you need it in the future and whenever you go direct with merchants or through direct brokers such as affiliate traction and CPArev they will ask you how you screen for fraud.

The first and easiest way to avoid becoming a victim of fraud is to automatically reject any type of partnership with people outside of the US, Canada, UK, or Australia. I know it sounds harsh and unfair but these countries post a very low risk of fraud while the rest of the countries make up 99% of affiliate fraud.

So unless you're absolutely sure you can trust your partner, don't allow “international” partners to promote the offers you setup.

The second easiest thing you can do is to call up each partner on the phone and just talk to them, even a simple “hey I look forward to doing business with you” call is enough to scare away most scammers.

And finally, if you suspect there is any type of fraud going on simply ask to see some proof of identity from your partners before you make a payout. Having a partner scan their id/passport before you payout takes nothing more than a few minutes to legitimate partners but sends scammers running for the hills and it gives your merchants/network partners piece of mind.

And one final thing I wanted to touch on, when it is time to pay your partners I highly suggest that you do it through paypal because it will make things a lot easier for you. Hasoffers actually has an automated payout system that generates a paypal mass pay file that you upload to paypal so you can pay everyone at the same time with just a handful of clicks.

And in regards to taxes, I don't know about other countries but I do know that in the United States you will need to have your partners sign and return a 1099 form which is available from the IRS website here:

<http://www.irs.gov/pub/irs-pdf/f1099msc.pdf>

Partners should be accounted in the same way you account PPC marketing or other business related expenses. Once you start earning money I'd suggest getting a copy of quickbooks to keep track of everything and make it easier for your accountant once tax time rolls around.

Well that's it, I hope you enjoyed this method and begin putting it to use right away. Remember if you ever need any help with anything I'm always available to help you so don't be afraid to ask!