QUICK START 7 DAY GUIDE TO

AFFILIATE MARKETING

Contents

DAY 1

First, before we begin, I want to set some expectations, say a quick word on fundamentals, and then a few words on the best way to approach this course.

I'm assuming that you're reading this because you want to learn how to make some money online. If you are like me and pretty much every other marketer, both the successful ones and the ones that have given up along the way, then you've been affected at some point by Shiny Object Syndrome.

Shiny Object Syndrome is when we get sucked in and bedazzled by every new shiny marketing course that comes along.

We spend our hard earned dollars on these shiny objects because we so desperately want to believe the dream that they are selling. We get sucked in by the dream of easy riches even though deep down inside we really know it's not going to work.

The problem is, most of these courses never deliver on their promises. They use cherry picked case studies that make it look like every campaign they launch rains money down on them every time.

Even if they do somewhat deliver, it's so easy for most students to get stuck in information overload and the dream of easy money that they never end up taking action.

Unfortunately, even if they do take action, at the first sign of resistance most usually give up, and you really can't blame them?

Most of those shiny courses promise super easy money so, at the first sign of trouble, our brains tell us we're doing it wrong and we should give up.

Does any of that sound familiar?

If so, then make the commitment to yourself that it stops now.

You might have signed up for this course because you were in search of the next shiny object, but I promise you that the only way you'll find it here is if you put in the work to polish up your own skills.

I can't promise you that you'll make money. I believe you can and will, but I can't guarantee it.

What I can guarantee is that at some point you'll feel overwhelmed, confused, and conclude that none of this stuff works. I can also guarantee that if you keep pushing forward, follow my advice and stick with it, it will get easier, it will make more sense, and soon you'll see the numbers for yourself and know that the process works.

After that it's only a matter of working the process until you see results.

With that said, this course is designed to teach you the basics of how to get started running campaigns.

I want you to make money, but I also want you to be moving forward with clear eyes and under no illusions that this will happen overnight. It's going to take you about 10 campaigns just to get comfortable with the technical side of setting up and launching campaigns.

That's not to say that you won't make a conversion here or there. I just want to make sure you have your expectations in the right place. We are learning how to crawl in this course. Once you get the basics down we can start focusing on how to make money and run.

The second thing, and this is really important so pay close attention, is to focus on the fundamentals!

The number one fundamental above all else is learning how to write good copy. If you learn how to write good copy, then it doesn't matter what offer you are promoting or what platform you are promoting it on, you'll be ahead of 90% of your competition from the get go.

There are two great books that you need to get and read over and over until you commit their principles to heart. The first is Ca$hvertising , there is a great summary over at wickedfire.com – (link). Do yourself a favor though and buy it, read it and read it again, and then read it again. The next book is Tested Advertising Methods 4th Edition by John Caples. Get the 4th addition. From what I've read, the 5th edition was written by someone else and is subpar.

I can't emphasize this enough, if you commit to learning everything in these two books you'll forever be a step ahead of the kid who's just copying what everyone else is doing.

As a bonus, if you get really good at writing copy and you find yourself short on cash, you can always be a freelance copy writer. I know of several people who make six figures a year as a freelance copy writer.

Finally, there are some technical fundamentals which will come to you over time.

Don't get frustrated, just work through the process until it becomes second nature. We've all been there and we've all struggled to set up landing pages, tracking, hosting and what not. If you find you are stumped don't worry, if you follow my advice you'll have all the support you need to work everything out.

If you aren't familiar with HTML, I highly recommend that you take the time to read a book or take a course on basic HTML. HTML stands for hypertext markup language and it's the framework all the web pages you visit are built upon.

It's not mandatory to learn it, but it will make things much easier in the long run if you have the ability to take a glance at HTML and get a general gist of what's going on. I've used udemy.com and have gotten good results from them. It really doesn't matter where you go to learn it as long as you develop a basic understanding. There are tons of resources on the web, both paid and free, and I'll leave it at that.

So just one last time to pound it in your head—**make the commitment to yourself that your days of being an idiot and believing in unrealistic promises are OVER**.

Today we stop paying some money grubbing shmuck our hard earned money for an empty dream. It's awesome to dream and imagine what might happen, but it's even more awesome to take action and watch those dreams become reality.

Today we take action and start spending our money on ourselves for concrete measurable results.

Remember that fundamentals are important! Don't skimp on them. Mastering them will make your progress smoother and put you ahead of the game.

Signing Up For Affiliate Networks

It's time to get you started on the right path. We are going to start off nice and slow and sign up with a few affiliate networks first. You'll remember from the overview that affiliate networks provide a source for offers you can promote and they are also the ones that make sure you get paid.

It can sometimes take a few days to get approved by affiliate networks. That's especially true if you don't live in the USA, so applying needs to be step one. That way you won't have to wait around when you're ready to launch your campaigns. You're going to be applying to 4 different networks. Each one brings something special to the table and between them you'll have more offers available to you than you'll know what to do with.

*Make sure you use the links in the pdf when you sign up for the affiliate networks. Your application will get better consideration if you are referred to them by an active affiliate. Not to mention, it's the affiliate referrals that make it possible for me to give away this info for free.

PEERFLY SIGN UP

The first one you'll be joining is going to be PeerFly.

PeerFly is a great network that does a really good job reaching out to new people in the business. It's one of the first networks I always recommend to people just starting out.

CLICK HERE TO SIGN UP WITH PEERFLY

After you click on the link click on the **Become a Publisher** button.

The first page you see will be asking for general info like your name, address, phone, etc. Fill it all in truthfully and move on to page two.

Page two is the most important part of your application. Be upfront and honest with every question.

Question 1: Your Websites, Landing Pages. One URL Per Line. This is Optional.

You don't have a website or any landing pages yet so leave this first field blank.

Question 2: Choose up to 5 marketing channels that you plan on using PeerFly with. This information is vital to whether or not we approve your application.

Check the PPV/CPV box, as that is what you'll be starting with.

Question 3: How do you plan on using PeerFly? Detail your marketing techniques and experience. Explain the sites listed above (if any).

This is the most important part of the whole application. Be truthful and honest and make sure you mention these important parts.

- You are new to affiliate marketing.
- You will be joining affplaybook.com.
- You are learning about affiliate marketing from Affplaybook.
- You'll be starting out with PPV and will eventually move on to other traffic sources.

Question 3: List other CPA Networks or Affiliate Programs that you belong to.

Just be honest and say you aren't a member of any other networks yet.

Question 4: Your WarriorForum Username.

If you have a WarriorForum Username then give it to them; otherwise leave it blank.

Question 3: How did you hear about PeerFly.

It's really important you mention [Affplaybook](#) and as that shows them that you aren't just some hack off the street here to waste their time. APB and ROI both have solid reputations for turning out competent marketers so dropping those names will help open doors for you.

When I talked to my affiliate manager at [PeerFly](#), he said that the most common hang-up affiliates have in getting approval is not going into detail on how they will be promoting offers. If you follow the above steps, you should be good to go.

On the payment screen it's all pretty self-explanatory. Chose how you want to be paid and your applicable tax information.

On the verification page go through and fill out each part. They do this to filter out the scammers and bots. It's no big deal; just follow the steps, upload your id and you should be good to go.

First Network done. Next we'll be applying to [W4](#). You'll see that every network is pretty similar.

W4 SIGN UP

Use the following link to get to the [W4](#) application page.

[CLICK HERE TO SIGN UP WITH W4](#)

In section one, just put in all your info like before.

Under the General Marketing Information Section for Website URL you can just say none or, if you do have a small personal "company" website, you can put that in there as well.

In the "How do you market your site?" field put in that you will be starting out with PPV traffic and branching out from there.

The comments section is the most important part of the application. Here you'll want to mention that you're a member of, or will be joining affplaybook.com. I was talking to my AM asking her questions for this guide and this is what she told me:

As you can see, once networks see that you are serious about affiliate marketing and have put yourself in a community of proven success, doors will open.

The rest of the application is self-explanatory. Once everything is completed expect a phone call from W4 in order to complete the application process. It's no big deal; they just want to make sure you are a real person who is serious about joining W4.

Once you've finished your W4 application, you'll also be applying to Above All Offers (AAO).

ABOVE ALL OFFERS SIGN UP

This happens to be one of my favorite networks to work with because they have some amazing affiliate managers. They have a wide range of offers and specialize in trial offers.

Just like before, click on the following link to sign up with AAO .

CLICK HERE TO SIGN UP WITH ABOVE ALL OFFERS

Look familiar? Every affiliate network application pretty much asks the same questions.

Fill in all your personal info.

In the Traffic & Communication section select your time zone and then check the box on Contextual and Adware.

After that fill in your contact information.

One quick note. Most people in this industry tend to communicate over skype so, if you don't have skype, I suggest signing up for it. You can get skype by clicking here – Get Skype 5

For who referred you, just put in Aff Playbook

Under the Industry Networking section enter any usernames you use for anything that's applicable.

Under the Affplaybook one just make a quick note that you will be joining it shortly. For the rest of the application just be honest.

How long have you been in the business?

You are just starting out.

Tell us about what you usually run. What has worked well for you in the past?

You plan on giving everything a test and then running with the offers that show promise.

What offers are you looking for?

Anything that converts.

That's pretty much it. I talked to each of my affiliate managers and they all assured me that since you are signing up through my referral links, and that I'll be giving you a hand getting started, you shouldn't have a problem getting accepted.

When it comes to affiliate networks, they all have one thing in common. They want quality people who won't pull shady crap. Affiliate networks make the most money when they provide quality leads to their advertisers and, since we are only going to be doing things by the book, we'll be giving them exactly what they want – Quality Conversions.

Finally, you'll be joining [Adsimilis](#). We are joining [Adsimilis](#) because they are particularly strong in the dating niche. I won't go into too much detail on how to apply. You've been through it 3 times already so just go head and apply with them.

[CLICK HERE TO SIGN UP WITH ADSIMILIS](#)

OK Day 1 is over.

Sit back, relax and enjoy yourself because your days are only going to be getting busier and busier.

See you tomorrow for day 2. Cheers!

DAY 2

AFFPLAYBOOK – READING ASSIGNMENTS

Yesterday you signed up for the networks that will be providing you with the offers you'll be promoting. You told them that you were going to be joining Affplaybook.com and today you'll be keeping your word.

There is one thing that I want you to promise me first though. When you sign up with Affplaybook you have to promise me that you'll stop getting distracted by worthless courses and start focusing on learning everything you can from Affplaybook. The forum is the only thing you'll need for a long, long time, and when it's time to buy another course you'll be doing so with word of mouth referrals from people you actually know.

Affplaybook is normally $67.00/month but if you follow the link below, you'll get it for $57/month which is the lowest price available. It's an awesome deal!

CLICK HERE FOR $10 OFF AFFPLAYBOOK MEMBERSHIP

After you sign up, come back to this Day 2 Guide. I'll have a few links to specific forum posts that you'll need to read.

While we are waiting for the networks to approve our application, these posts should provide you with some inspiration and give you a better picture of what's possible and what we're dealing with.

Required Reading

Success Stories

Let's start off with my own success story.

http://www.affplaybook.com/forum/showthread.php/11752-First-1-000-day-amp-first-5-figure-month

This next one is huge, and when this guy posts it's good to pay attention because he's got some solid info to share.

http://www.affplaybook.com/forum/showthread.php/13849-YAY!-Generated-50K-in-October-Thanks-APB

This one is my all-time favorite and is responsible for pushing me into my own success. Keep coming back to this thread and read it over from time to time. There is gold in this thread.

http://www.affplaybook.com/forum/showthread.php/799-300-day-profit-realized!

I could go on and list a bunch more, but I'll let you go through the rest of the success stories.

You can find them here.
http://www.affplaybook.com/forum/forumdisplay.php/17-Success-Stories

Learning the Ropes

This is a great thread on what some commonly thrown about acronyms mean.

http://www.affplaybook.com/forum/showthread.php/13844-ROI-CTR-EPC-What-They-Mean-And-How-They-Relate-To-Each-Other

Follow Along Threads

The single greatest resource in the forum is the Follow Along Section. In it we'll be posting follow along and getting feedback from fellow forum members, moderators, and the owner himself. I want you to take a look through the section

to get a feel for what you can expect when you start up your own follow along thread.

http://www.affplaybook.com/forum/forumdisplay.php/82-Follow-Along-Campaigns

Introduce Yourself

Finally head to the Introduce Yourself section and make your first post. Everyone is looking forward to hearing from you.

That's it for day 2.

P.S. Don't be afraid to reach out and make yourself known! It doesn't matter if you're a beginner, not very good with English, or just plain shy. We don't care, we just want to help you succeed.

The fastest way to move forward is to ask questions and be a part of the discussion. There are no stupid questions. We all start at different levels and the best way for any of us to move up is to use each other's knowledge and resources for leverage.

Looking forward to seeing you in on the Affplaybook!

DAY 3

AFFPLAYBOOK READING DAY – INSTALL TOOLS – DOMAIN REGISTRATION

Welcome to Day 3!

Some of you will still be waiting on Network Approval so today is going to be another reading day followed by downloading and installing some tools that will make your jobs easier. We will also be registering the domain name you'll be using for your landing pages and tracking software.

If you have been approved by your networks, then I suggest hopping on to Skype and introducing yourselves to your Affiliate Managers (AMs). It's really important that you reach out and start developing a good relationship with them.

A good relationship with an AM can be the difference when asking for a pay bump, getting timely offer approvals, first crack at new offers, and getting help with researching your offers.

The most important thing though is that they are people working a job just like you and working with your friends makes the day all the more fun. It's something you'll really come to appreciate if you ever move into this full time.

As I mentioned before, today you'll be downloading and installing some of the tools you'll be using in the future. Keep in mind that every tool that gets mentioned here or in the forum has both paid and free alternatives. In the beginning I suggest you use the free versions. They do pretty much everything the paid ones do, just with less bells and whistles.

The time to spend money on tools is when you're already making money. The great thing is that once you signed up for the forum you also got access to a whole host of tools that work really well.

You can check out the [Affplaybook](#) tools here -
http://www.affplaybook.com/forum/affrobot.php

Boy, I must be a terrible marketer if I'm telling you not to spend your money!

Today, there is no mandatory readings on the forums. Just start browsing around the forum and start checking out those tools. They are awesome and I've seen similar tools go for far more money than the cost of your [Affplaybook](#) subscription.

As you are checking out the forum, some threads you might want to search out are anything by Dr. Manhattan, Mateen, Jamtal, Drazzic, Jerdei and the people whose follow alongs make up this thread http://www.affplaybook.com/forum/showthread.php/10335-Follow-Along-Campaign-Hall-of-Fame. Obviously, you'll also want to pay attention anytime David, the forum owner, posts something.

Installing Tools

JING - http://www.techsmith.com/jing.html

The first tool we need to grab is going to be Jing.

Jing is great and has made my life so much easier I'm not sure how I got along without it. It's a simple screen capture program that lets you take screenshots and video recordings of whatever is on your screen.

You'll be using Jing to help create your landing pages.

Perhaps more importantly it comes in real handy when you need help with something or are posting in your follow along and want to illustrate what you are talking about.

Every screenshot you see in this course has been captured with Jing.

Best of all, it's FREE!

Watch the video on the home page and you'll get a general idea of how to use it.

Hover over the small golden half circle and your options pop out.

Select the crosshairs to drag a capture box over what you want a screenshot of.

The Polaroid icon shows a history of your screen captures and the gears is for the program settings.

It's pretty intuitive. If you have any problems, post your questions to the Affplaybook and we'll get it sorted out for you.

If you haven't joined Affplaybook yet, what are you waiting for? Go sign up here to get your discount for Affplaybook.com

GIMP/Photoshop - http://www.gimp.org/

GIMP is a free alternative to Photoshop. I personally have never used it because when I started I had an old copy of Adobe Photoshop laying around and now I'm a subscriber to http://www.adobe.com/creativecloud.htmlabout every Adobe product for $53/month.

I don't suggest subscribing to Creative Cloud though. At $53/month it's a lot of money and a lot of overkill for what you need.

Since I'm taking it upon myself to teach you how to get started without wasting your money, I went ahead and learned how to use GIMP so I could teach you what you need to know.

Go ahead and Install it and play around a bit with it. You won't be doing anything too complicated with it this week other than adding some images together, adding text to an image, and compressing an image to give it a smaller file size.

That's it. For this course, those two programs will be all you need. Eventually you'll want to get yourself an HTML editor and an FTP client, but for now let's keep it simple.

Domain Registration

Finally, you'll need to register a domain name because tomorrow you'll be getting your server online and ready to host your landing pages. You could register your domain name directly from the hosting company, but it's a good idea to keep your hosting company and domain registrations separate. That way, if you ever need to swap out to a new host in a hurry, it's a relatively simple task.

You can use any domain registrar you like. I use namecheap.com for all of my domains so for this course I'll be explaining how to get set up with them.

https://www.namecheap.com/?aff=19454t corner of the screen, click on the signup button and put in all your pertinent info.
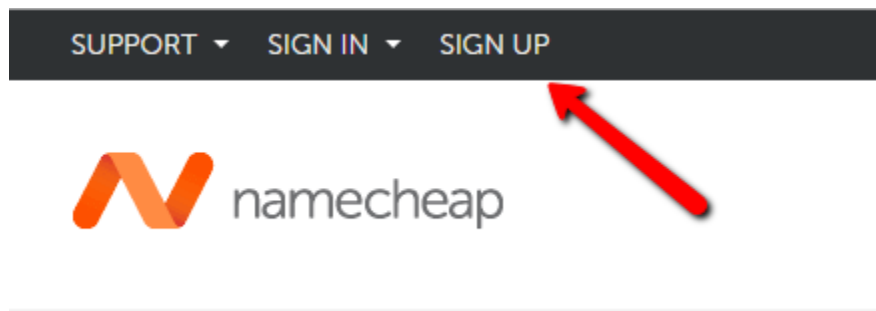
Once that's done and you have an account click on the Domains button.
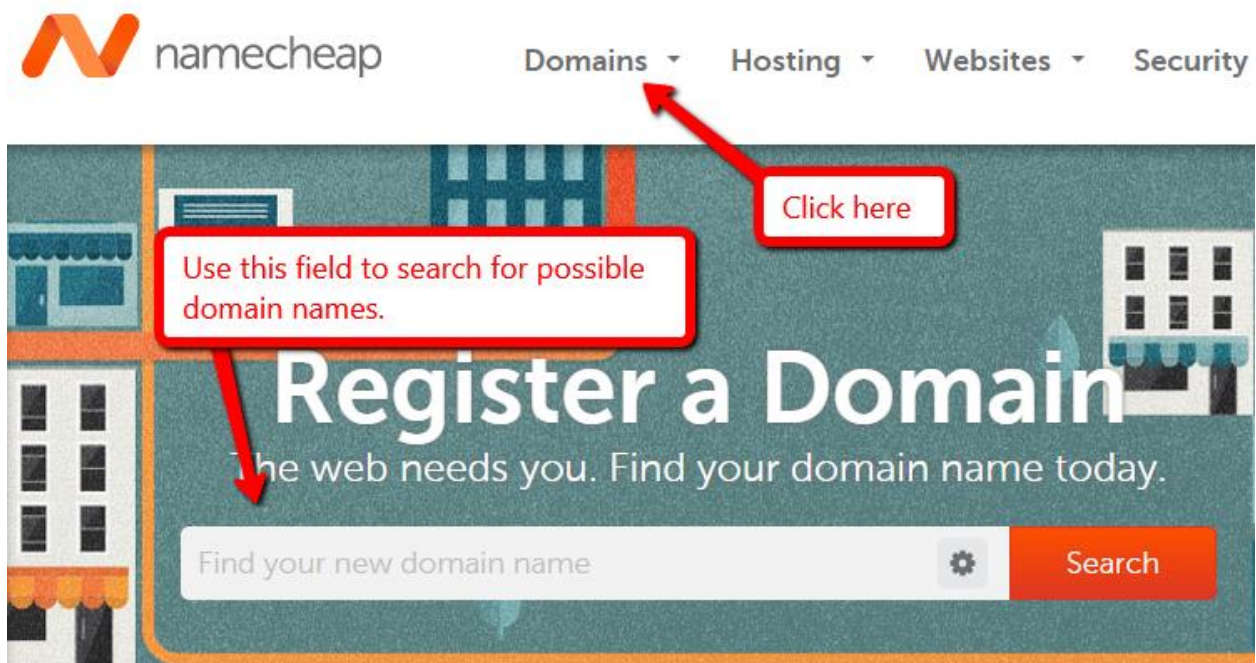
Now you need to come up with a domain name.

It really doesn't matter what domain name you choose. For your first one I suggest something rather generic like best-internet-deals.com or greatofferz.com, something along those lines.

My first domain name was something like tipytock.com. It really doesn't matter as long as it's generic and pretty tame.

Find one that's available click on the ad to cart button.

✓ lkhgfhjtgdhjfgdfljhgb.com

This domain is available!

If your first choice isn't available keep trying new names in this field.

$10.69/year 🛒

lkhgfhjtgdhjfgdfljhgb   Bulk Options   Search

Search Results

| Popular | New | Intern... | | ♥ Favorites |

Filter extensions

If it's available you'll see a price like this. Click on the Add To Cart Button.

♡ **lkhgfhjtgdhjfgdfljhgb.com** $10.69/year 🛒

♡ **lkhgfhjtgdhjfgdfljhgb.net** $12.48/year 🛒

Next, click on View Cart.

🛒 **Your Cart**

lkhgfhjtgdhjfgdfljhgb.com

| 1 year registration | $10.69 |
| ICANN fee | $0.18 |

| Subtotal | $10.87 |

View Cart

Normally it's around $10/year for a domain with a free whoisguard included but, if you go to http://www.namecheapcoupons.com, you can always find a coupon code to drop it down to around $9.00.

Get your promo code from http://www.namecheapcoupons.com and enter it into the Promo Code field. Then click on Confirm Order and finish with the checkout process.

For those that don't know what whoisguard is, normally when you register a domain people can look up who owns it along with their address and phone number. With whoisguard, all they will see is Namecheap's info. It's free for the first year so there's no a reason not to pick it up.

Tomorrow, after we get our hosting, we'll go back into Namecheap and associate the domain we just registered with your hosting account so when people type in yourregistereddomainname.com/yourfirstlandingpage.html they will get directed to your first landing page!

For the rest of the day, spend a little time familiarizing yourself with the programs we downloaded and keep soaking up info in affplaybook.com. Tomorrow we'll start getting into some more technical stuff.

DAY 4

HOSTING – DOMAIN NAME CONFIGURATION – INSTALL TRACKING – PICK OFFER

Welcome to Day 4!

You are over half way to getting your first campaign up and running.

Today you're going to be signing up for hosting.

In order for your landing pages to exist in the web they need to have a home. That home is the VPS (virtual private server) we'll be getting today.

The hosting company I use and recommend is [Beyond Hosting](#).

The cost for the starter plan is $49.99 a month. That might seem a bit expensive to some at first of you but I'll explain why it's necessary.

First, it's a fully managed VPS. Fully managed means if you have a problem, an upgrade you want to install, pretty much anything you need done with the server, you can just open up a ticket and they will help you out. Their response time is phenomenal too.

My own VPS is through Beyond Hosting and I love it.

Second, the kind of response time we need and the traffic we'll be throwing at it requires you to have a VPS. You can get shared hosting for $10 a month, but there is no way shared hosting can keep up with the demands you'll be placing on your server.

If you know your stuff and feel comfortable managing your own server, then you can find a VPS for much less.

For people who don't know how to manage a server, Beyond Hosting is worth their weight in gold.

You also might be tempted to fork over another $15 bucks for the next higher plan, but it will be quite some time before you need to upgrade. Save the $15 and use it to buy traffic.

Stick with the starter package. It will be quite a while before you max out its capabilities, and Beyond Hosting is really good about not pushing you to upgrade before you need it.

The good news is that this is the last monthly expense you'll have to bear. Everything you spend after this point will be on buying ad space to show your ads on.

[CLICK HERE TO SIGN UP WITH BEYOND HOSTING](#)

Click on Hosted Cloud, then Cloud Hosting.
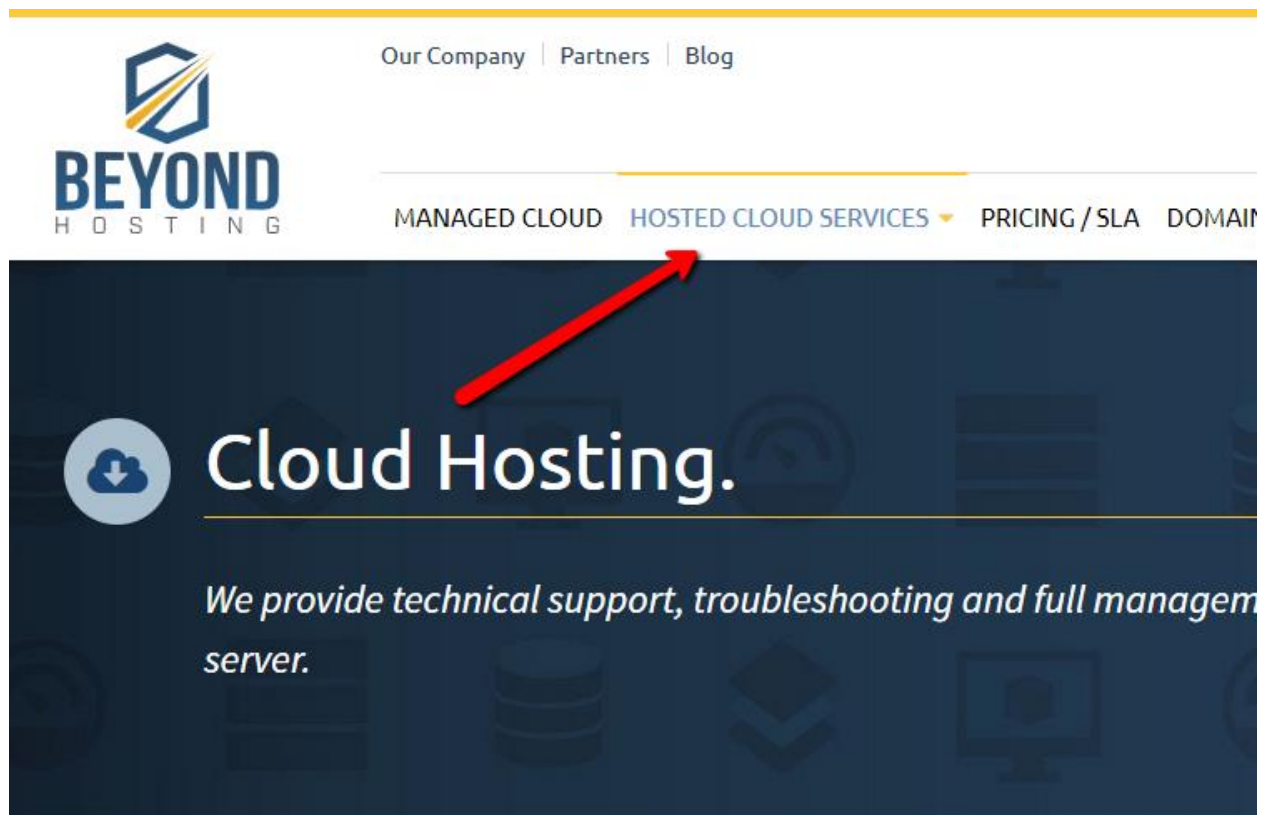
Then click 'buy now' under the starter package.

Now you are going to want to select the third option and, after the www, type in the domain name you registered yesterday. In the second field type in com, net, or whatever you registered your domain name as.

So if I registered example.info I would put example in the first field and info in the second field.

Choose if you want to pay monthly, quarterly, etc.

I started out with monthly and when I upgraded to the next step I went for the yearly.

I'm a big believer in saving money by paying up front.

Click add to cart and enter your info as a new customer on the following page.

All you have to do then is to add your payment.

Once you have finished, you just need to sit back and wait for them to set up your server. They will send you an email with your login information when it's complete.

I talked to Beyond Hosting and they told me that for the starter package set up is usually right away.

Ok, once you get the email from Beyond Hosting with all of your server info it's time to link the domain name we registered at Namecheap with our server at Beyond Hosting. Open up the email and find the section labeled Server Information. It should look something like this:

Server Information

Server URL: hybrid8.beyondhosting.net
Server Dedicated IP (If Ordered): X.X.X.X

If you are using an existing domain with your new hosting account, you will need to update the nameservers to point to the nameservers listed below.

Nameserver 1: hns1.beyondhosting.net
Nameserver 2: hns2.beyondhosting.net
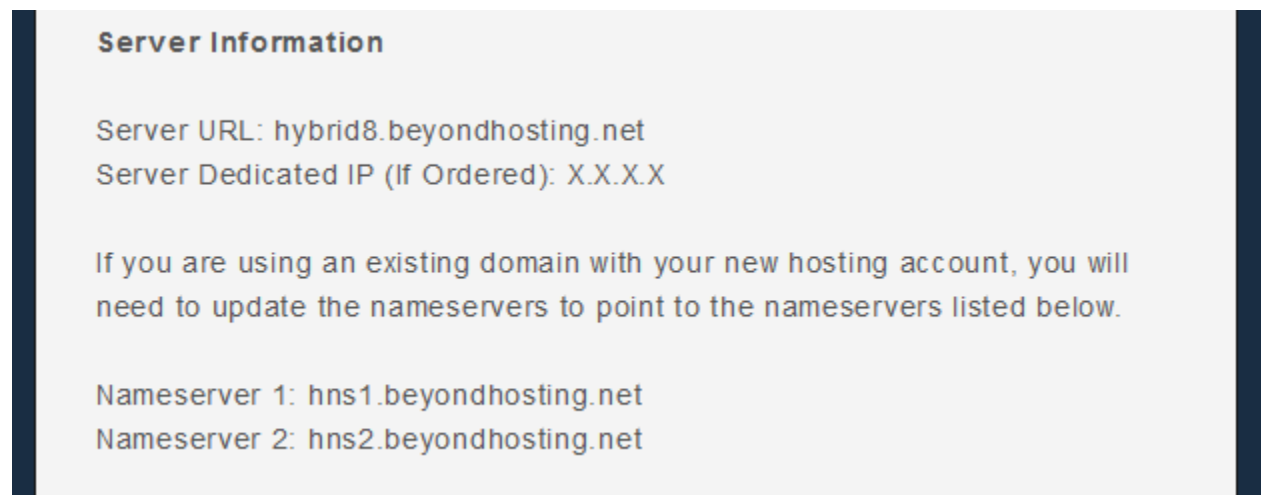
We are looking for the nameservers. In my sample email they say:

Nameserver 1: hns1.beyondhosting.net

Nameserver 2: hns2.beyondhosting.net

In another window open up and log into your Namecheap account, and click on view next to where it says Number of Domains in your account.

Jason's Home Page

More Links

- Your Domains / Products
- Domain Transfer Status
- Your Hosting Accounts
- Order History
- Transaction History
- Modify Multiple Queue
- Get EPP Code
- Affiliate Program
- Namecheap Deals

- Contact Us
- Help

- How to transfer a domain
- How to change DNS
- How to setup DNS/host records
- How to register private nameservers
- How to push a domain
- How to enable WhoisGuard
- How to activate SSL

On the next page click on your domain name.

Next Select Transfer DNS to Webhost.
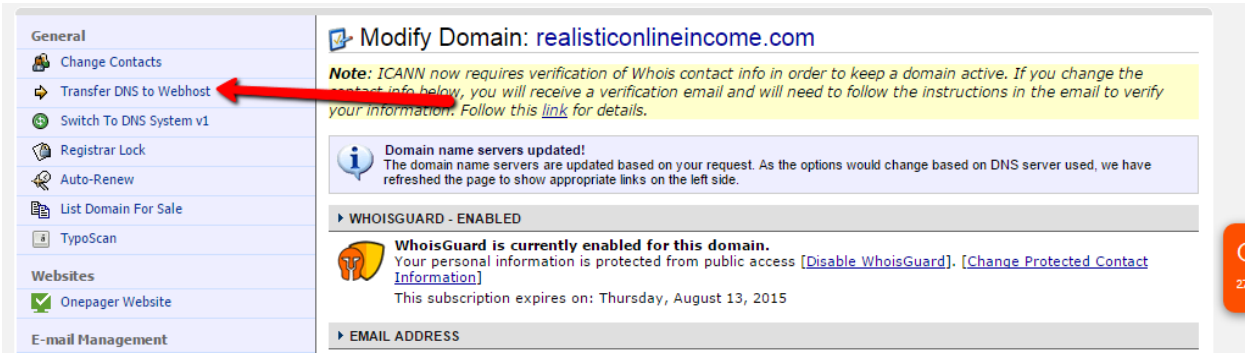
In the next section we are going to be grabbing the nameservers from your email and putting them in field 1 and 2.

Don't copy what you see in the screenshot. Use whatever you see in the email Beyond Hosting sent you.
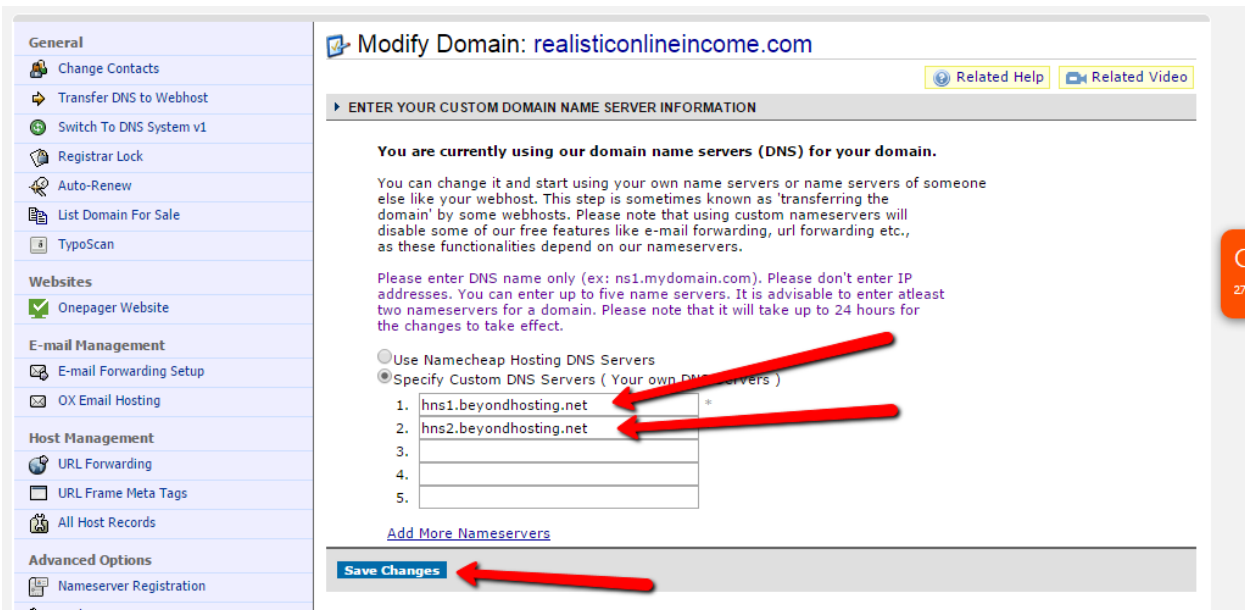
After you put in the first nameserver you got from the email in field 1 and the second nameserver in field 2, click on save and you're good to do.

It will take a little while for the changes to propagate across the web, but, once it does, whenever anyone types in www.thedomainnameyouregistered.com they will be directed to your VPS and see whatever landing page/website you have installed there.

Tracking Setup

Ok, you've accomplished a pretty important step. Next you'll install your tracking platform.

In this guide, we'll be using Prosper 202 which is a free tracking platform you install on your server. You can download Prosper [here](#).

[Here is a great guide](#) on how to install Prosper on your server.

The platform that I use is [CPV Lab.](#) It's one of the best out there, but costs $297 which can be a lot of money for someone starting out.

Once you get profitable though, I do suggest you move over to [CPV Lab](#). Once you start using it you'll wonder why you hadn't started using it earlier.

[CLICK HERE TO GET CPV LAB](#)

Picking An Offer

You're going to start off with [PeerFly](#) because they have a good selection of offers and most likely all of you will have been accepted by now.

If you've already reached out to your Affiliate Manager, then you're already one step ahead of the game. Drop them another line and ask them for advice on what offers to promote.

If you haven't reached out to them yet, then do so now. Introduce yourself and then ask them for advice on what offers to run.

Remember your relationship with your AM is really important so be friendly and treat them well.

For your first offer you want something as simple as possible, so tell them you are looking for a short form lead gen offer or an offer that has a short conversion process.
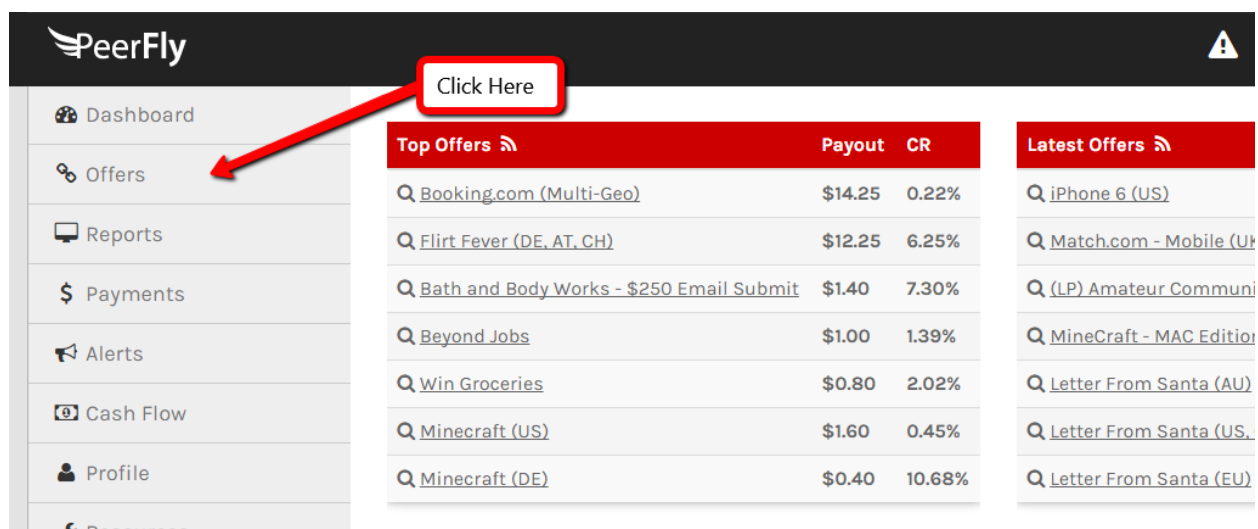
Short form lead gen offers are offers that pay out when the visitor enters 4 or 5 fields worth of information. Stuff like Name, Email, Gender, Phone Number.

It's a lot easier to convert on short form lead gens than long form ones or offers that require a visitor to pull out their credit cards.

If you haven't been able to get a hold of your Affiliate Manager yet, that's ok. You can still find an offer to promote without them. It really doesn't matter what the offer is. The whole point of your first 10 campaigns is to get the process down.

Log in to PeerFly. If your AM suggested an offer to you, then start typing it in the search box on the top right of the screen. As you type, a list of matching offers will appear. Select it and skip ahead to the next section.

For the rest of us, from the main dashboard on the left hand side, click on Offers.

Then click on Traditional Offers.

Now you want to hover your mouse over Traffic Methods and select PPV.

The list that comes up will be all the offers that allow PPV traffic.

Next hover over the tab that reads countries and select the United States.

You should be looking at a list of around 224 offers or so. For now, ignore all the offers that have a little lock icon. Those offers require approval before you can run them.

Our first offer should meet the following criteria.

- Payout greater than $2.00
- Not require the visitor to buy anything
- Require only a few fields of information
- Be a US offer. (If you're fluent in another language feel free to pick a different country)

Dating offers usually fit all those criteria so, if you are having trouble finding an offer, just pick one of those.

Click on the offer and you'll be taken to the offer page. The offer page has all the info on the offer and your affiliate link.

For the rest of this course, I'll be using the offer 'Diabetes Wristband – Short Form Submit (10875)' as an example. I chose an offer that's a loser and doesn't fit the criteria I'm giving you because I want you all to choose your own offers.

Nothing kills a campaign quicker than a gazillion people all running it the same way. It's also really tempting to take the easy way out and to copy what's laid out in front of you. So, with that in mind, I chose the diabetes offer.

So my offer page looks like this.

Affiliate Link

http://trkur.com/ ⬤⬤⬤⬤⬤⬤

Add SubIDs (optional)

s1	s2	s3

Details   Banners (8)   Similar Offers

Show your support for Diabetes Awareness!

Converts on 1st page submit.

◎ **Conversion Point:** Converts on 1st page submit.
▪ **Categories:** <u>Health/ Fitness & Weightloss</u>
⊘ **Date Added:** Oct 08, 2013
📅 **Payment Schedule:** Net30 (default)

✔ **Allowed Methods:** Search PPC, Social PPC, Banner Display, PPV/CPV, Contextual
🌐 **Allowed Countries:** United States

⊘ **Not Allowed:** NO Incent, NO Classified Ads, NO Twitter, NO SMS, NO Email Marketing, LIMITED Facebook Promotion

Please read <u>this blog post</u> if you do not understand the above terms.

Let's quickly go over what we are looking at.

If you click on the link under View Landing Page you'll get taken to what your visitor will see when they click on your affiliate link.

Payout: Pretty simple, it's what you get every time someone completes the offer.

EPC: That stands for earnings per click. If you sent 100 visitors to the offer page and 10 people signed up, you would get 10 X 1.70 = $10.70. Your EPC for the offer would be $1.70/100=$.017. This means that every person you send is basically worth $.017.

The EPC you see on PeerFly's page is the networks EPC for the offer. So, in other words, on average all affiliates running this offer get an EPC of $.05. Don't put too much value into this number. One person could have a personal EPC of .20 and someone else could be sending a lot more traffic with an EPC of .02. On a network level, those two numbers might average out to .05. I know this is a longwinded explanation, but a lot of beginners put too much emphasis on Network EPC when they should be focusing on other things.

CR: This stands for conversion rate. It's the percentage of people who make it to the offer page and convert. This offer has a 3.03% conversion which means that out of 100 people who see the offer, on average about 3 of them will go ahead and sign up for it.

Type: This is the category of offer. Lead means you are getting paid when a viewer enters their information. If it said sale, the visitor would have to purchase something for you to get paid.

Next we see a screenshot of what the offer looks like. You are better off testing out your affiliate link to see what the offer actually looks like. Sometimes the screenshot doesn't match up with what the offer page actually looks like. To test out what a viewer really sees, copy your affiliate link, which is under the screenshot, and put it into your browser. What pops up will be what the visitor sees.

*Important Note: Don't go around filling out your own offer. You will get caught, you will look like an idiot, you won't get paid, and no one will give you any sympathy when you get booted from the network.

Affiliate Link: This is what allows the network to keep track of conversions and make sure the right affiliates are getting credited for them. Every affiliate has their own affiliate link for each particular offer. You'll be copying this link and adding it to your Prosper202 tracking platform.

SubID's: These are extra tracking variables which allows our tracking platform (Prosper202) to communicate with PeerFly. Each network has their own format.

In the next section you see details specific to this offer.

Conversion Point: This is what has to happen for you to get paid. For this offer it says Converts on 1st page submit. That means the visitor has to fill in all the fields on the first page of the offer and submit them. Some offers will say a credit card submit is required; another common one is an email verification.

The next few lines are pretty self-explanatory. The payment schedule is when you'll get paid for your conversions. In this case, I'll get paid at the end of the next month. So, if I have conversions in August, I'll get paid at the end of September.

The next two sections are extremely important!

Look at the screenshot above again. The section in green tells you all the traffic sources allowed for the offer and the countries that are allowed. You need to make sure that the **Allowed Methods: include PPV/CPV**. If it's not there and you run the offer, it's a safe bet that you'll get banned from the offer and possibly the network! Don't screw around with this.

The next section in Red is what is not allowed. There is a link to a blog post, read it! Make sure you follow any instructions in this field! Sometimes there will be specific instructions on what is or isn't allowed on a certain offer.

This can have to do with particular traffic sources, landing pages, approvals, etc. If you have any doubt or questions on anything, ask your affiliate manager. Don't assume anything. That's an easy recipe for not getting paid and getting the boot from the offer and/or network.

Ok, that should cover the offer page. Once you've selected your offer, go to the Affiliate Link Section. In the first field under Add SubIDs type this in exactly [[subid]]

You'll see when you type that in ?s1=[[subid]] gets added to the end of the affiliate link.

Here is what your screen should look like:

Now you need to copy that affiliate link because you will be adding it to Prosper202.

Go back to Prosper202 and, under the setup tab, select #3 Campaigns. You should see this:

Category: Click on the field next to Category and select PeerFly.

Campaign Name: enter the campaign name. In general I just copy what I see in the Affiliate Network so, in this case, I would just copy and paste Diabetes Wristband - Short Form Submit (10875). Whatever you chose, make sure you come up with a system for naming. That way when you are filtering through dozens of campaigns you won't be wasting your time sorting through a sea of clutter.

Rotate Urls: No should be checked

Campaign URL: Enter the affiliate link you copied from PeerFly here.

Payout: Enter how much you get paid every time you get a conversion.

Cloaking: Leave it off by default.

Everything should look similar to the following screenshot, but with your own info entered. Where you see x's you'll actually have numbers.

Hit the Add Button and pat yourself on the back, you just finished adding your first offer to Prosper202. You'll see your campaign added under PeerFly in the My Campaigns box.

Day 4 is over. Way to go!

Tomorrow you'll be creating your first landing page. For now take it easy and read some more on AffPlaybook. .

DAY 5

LANDING PAGES – CAMPAIGN TRACKING – TESTING

Welcome to day 5!

You should feel great that you've made it this far.

Today you'll be creating your very first landing page and setting up all the tracking for it.

Once that's done, you'll test everything to make sure it works the way it's supposed to so, when you launch your campaign tomorrow, everything will work like clockwork.

Today might seem a little overwhelming at first, but you're going to be learning the skills that will create the foundation for many future campaigns.

Remember, the more you do this the easier it gets.

CREATING A LANDING PAGE

So what's the point of creating a landing page?

Can't we just send them straight to the offer?

You could, and some people do manage to make money just by direct linking to the offer page, but the people who make it far in this industry use landing pages.

Landing pages do a few of things.

First they help gauge interest in an offer. If you see people clicking through your landing page to the offer page, then you can assume there is at least some interest in the offer.

Second, it engages with the viewers before they have to take any action. The theory behind it is that people get turned off by forms they have to fill out. If we can engage them and get them to click a button, they are more likely to fill the form out since they have become invested in the process.

Third, landing pages give you the opportunity to warm the traffic up and presell them. That way when they get to the part where they have to enter their info they are already interested in the offer.

This first landing page you create will be incredibly simple. Once you have a few of campaigns under your belt, you can go to Affplaybook and read up on different types of landing pages.

Affplaybook has a great landing page builder which will allow you to create more complex pages.

Here are the steps you'll be taking to create your first landing page.

1. Grab a screenshot of the offer page.
2. Block out the entry form
3. Add your own sales copy
4. Create a big eye-catching call to action.
5. Robot Txt File, index.html
6. Directory Structure
7. Uploading The Image, Creating Landing Page File
8. Landing Page HTML
9. Php file
10. Prosper Tracking Code

1 – Grab A Screenshot Of The Offer Page

The first thing you do is to grab your affiliate link, put it in the browser, and go to the offer page.

Remember the program called Jing that you downloaded a few days ago? Well this is where you'll be using it.

Hover over the Jing Icon and click on the crosshairs. Then drag a box around the area you want to capture and save it to your computer.

This is what mine looks like:

Now you are going to take the image you just grabbed and open it up in GIMP.

If you have Photoshop, I'm going to assume you know how to use it. If not, reach out to me on [Affplaybook](#) and we'll get you set up.

2 – Blocking Out The Entry Form

In order to do this, we are first going to create a new layer.

Layers allow us to add changes to an image without altering the original image.

The top most layer overlays the layers below it on the list. Thus, if we create a filled rectangle on the top layer it will cover everything below it. It can get a little confusing, but don't worry too much about it. You don't have to be an expert in image editing to do what you need to do.

Find the layers box on your screen and click the new layer button. It will look like this:
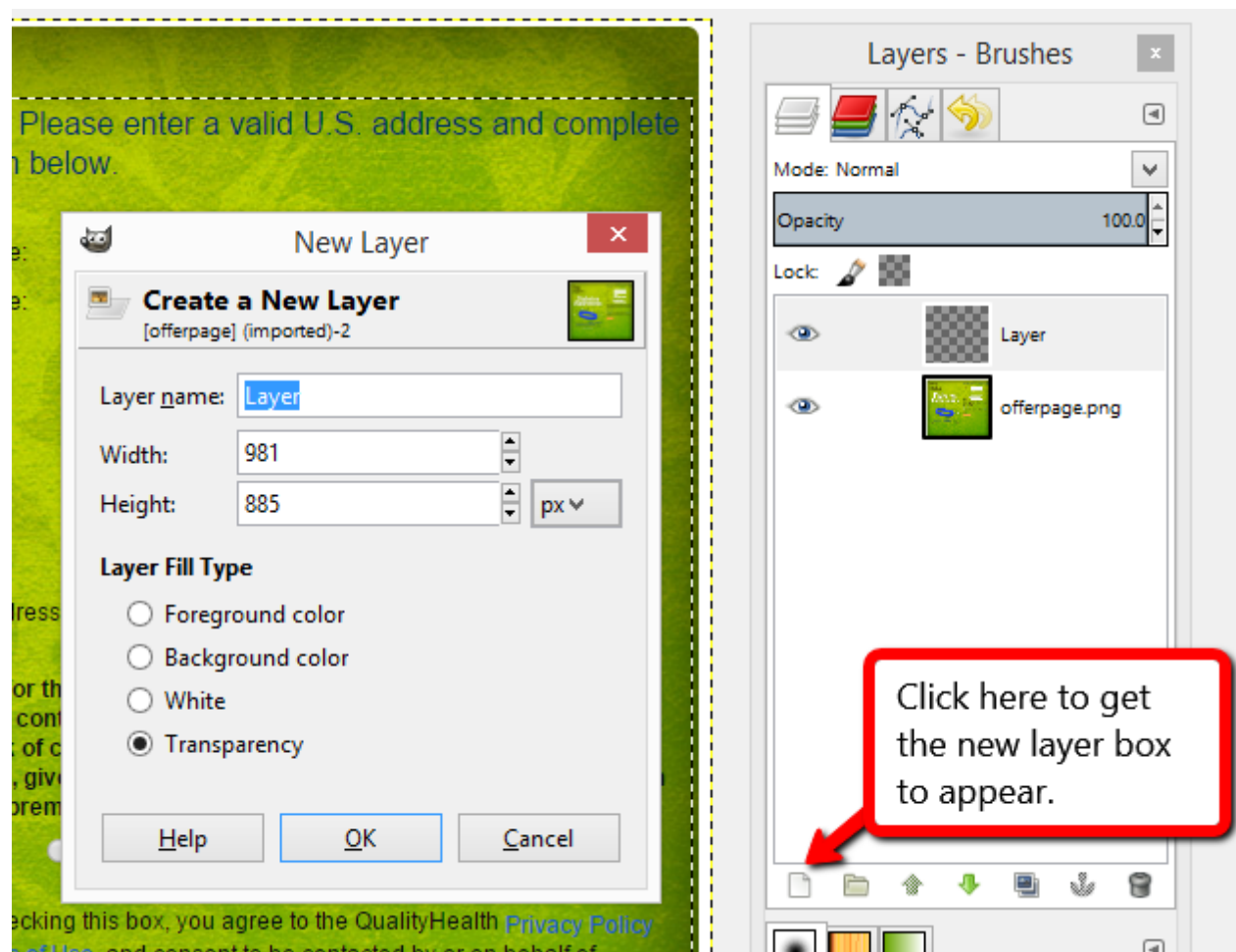
You won't have to mess with any settings. Just make sure that Transparency is checked and click ok. You should then see a new blank layer show up on the top of the list to the right.

Click on the layer to make sure it's selected.

If you ever find you need to delete a layer or make other changes, just mouse over the layer in the Layer box and right click.

Now that we have a new layer, we are going to use the selection tool, so go ahead and left click on it. It should look like this:
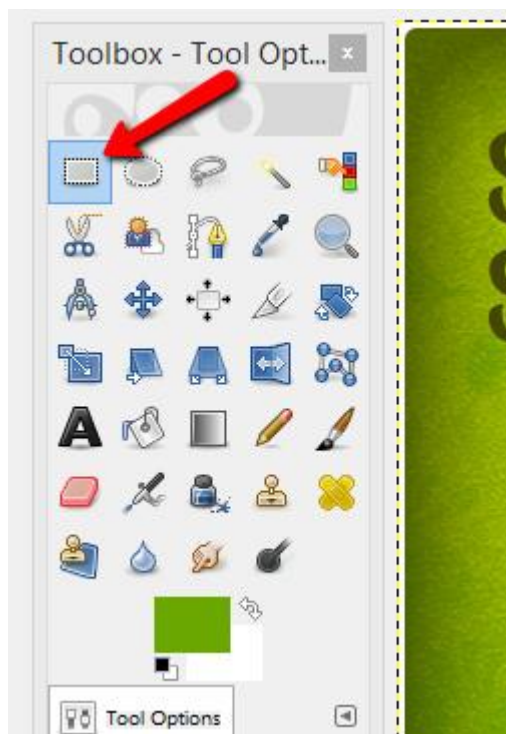
The next step will be to select the area on your landing page you want to blank out. Put your mouse on the top left corner of the area, push the left mouse button and then hold and drag to the bottom right corner of the area you want to blank out.

You should see a dashed lined box like this:

Step 1: Please enter a valid U.S. address and complete the form below.

First Name:

Last Name:

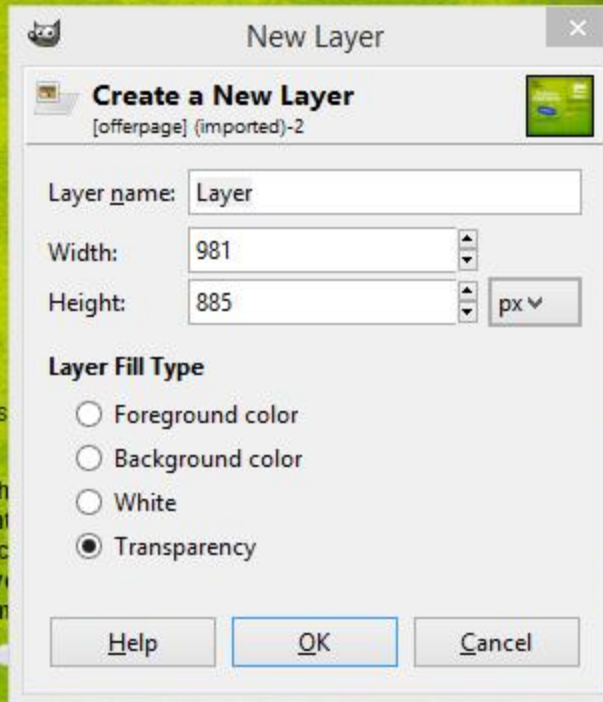Address:

Zip Code:

Phone:

Gender:

Birthday:

Email Address

Sign up for th
help you con
your risk of c
samples, giv
and our prem

Yes

By checking this box, you agree to the QualityHealth Privacy Policy and Terms of Use, and consent to be contacted by or on behalf of QualityHealth at the physical address and email address or phone number provided above, regardless of your status on any Do-Not-Mail or Do-Not-Call list.

Submit ▸▸

abetes
click
tarted!

New Layer ×

Create a New Layer
[offerpage] (imported)-2

Layer _n_ame: Layer

Width: 981

Height: 885   px ∨

Layer Fill Type

○ Foreground color

○ Background color

○ White

◉ Transparency

_H_elp   _O_K   _C_ancel

Now we want to choose a color, so click on the color selection area and a box will pop up where you can change the color. As you select different colors you'll see the color in the toolbox area change as well.

Once you chose a color, click OK and then select the fill bucket.
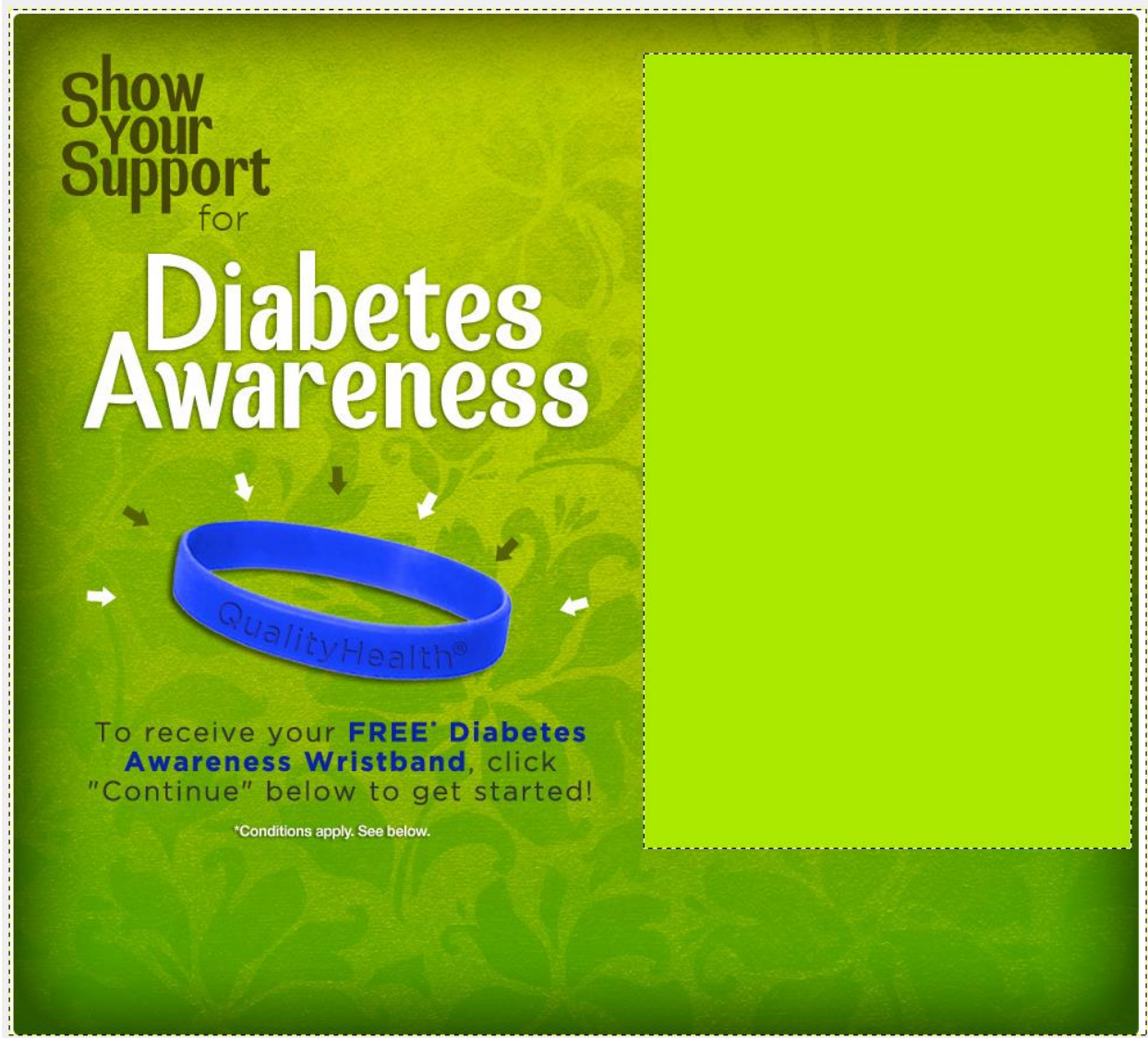
Now make sure the new layer you created is selected and click anywhere inside the rectangle you created with the selection tool. Your offer page should have the field all blocked out like this.

3 – Add your own sales copy

Grab some pen and paper because you'll be brain storming a bit.

Seriously, grab some pen and paper. You'll find you do a better job writing copy out by hand.

Take a few minutes first to think about your offer and who it's targeting.

What are their problems?

What causes them pain?

How does this offer solve those problems and make them feel better?

Are your visitors going to be mostly men, women, both?

How old are they?

What's their income level look like?

Try and step into their shoes so you can get a sense of who they are and what will appeal to them. Create an avatar of someone in your target audience. Write a little story about who they are, what keeps them up at night, what their dreams are.

Don't overlook this exercise. It might seem silly but it's crucial to understand who your audience is.

Once you have that figured out, try coming up with 3-5 bullet points for your offer. These points should speak the benefits of the product not its features. You want to make your customer work as little as possible when making the decision to go with your offer.

Benefits focus on the desired effect of the product. *How does it make their life better?*

Features focus on various aspects of the offer.

By sticking with showing the benefits of a product your viewers don't have to figure out what the features of your offer will do for them, you'll have already told them.

Example: Dating Site

Feature: Video Chat

Boring Benefit: Talk with potential dates face to face.

Better Benefit: Talk with total hotties in real time while also making sure they're not lying to you and aren't really 456.6 lb. wooly mammoths.

This is one of the most important parts of your campaign and it's also the one that's usually rushed and over looked. If you master your copy writing skills, you'll be a step ahead of most everyone else. As you can see, I'm not a great master of copy, but I get by.

Now that you have your copy, let's add it to the page.

First you need to change the color into something other than what we just filled the area with otherwise the text will just blend in with the background. You already know how to change colors, so go ahead and change it into something that contrasts nicely against the color you just used.

http://paletton.com/ is a great tool if you need help with what colors work well together.

Once you have your color set, select the Text Tool and drag an area like you did when you used the selection tool. Go ahead and start typing inside the area.

To change font size, bold, italics etc., highlight the text you entered and use the tool box to make your selections. In order to get your text aligned the way you want it, play around with adding spaces, new lines, etc.
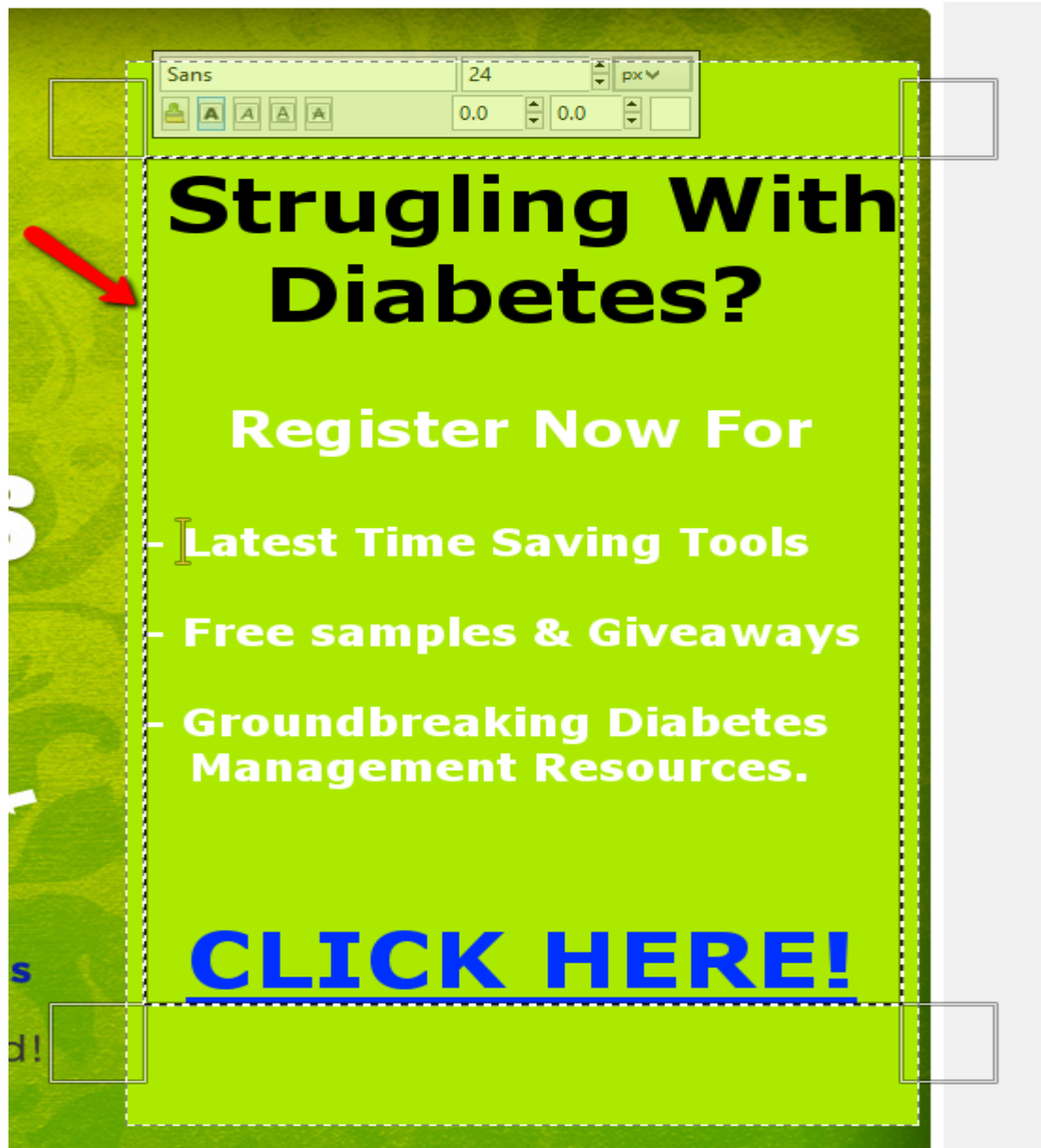
As you can see in this example, the first line is a lot bigger than the others. I then highlighted the middle section, and made it smaller and a different color.

4 – Call to Action

For the call to action "CLICK HERE!" I chose to make it larger and blue, like what a text link normally looks like. If you feel up to it, you can try adding a button

instead of text for your call to action. For our purposes, CLICK HERE, will do just fine.

Ok, that's it. Your landing page is done. You need to save it as a JPEG and then upload it to your server.

To save it as a JPEG, go to File and then select Export As. In the name field, put whatever you want to name it. Select JPEG Image and then hit Export.
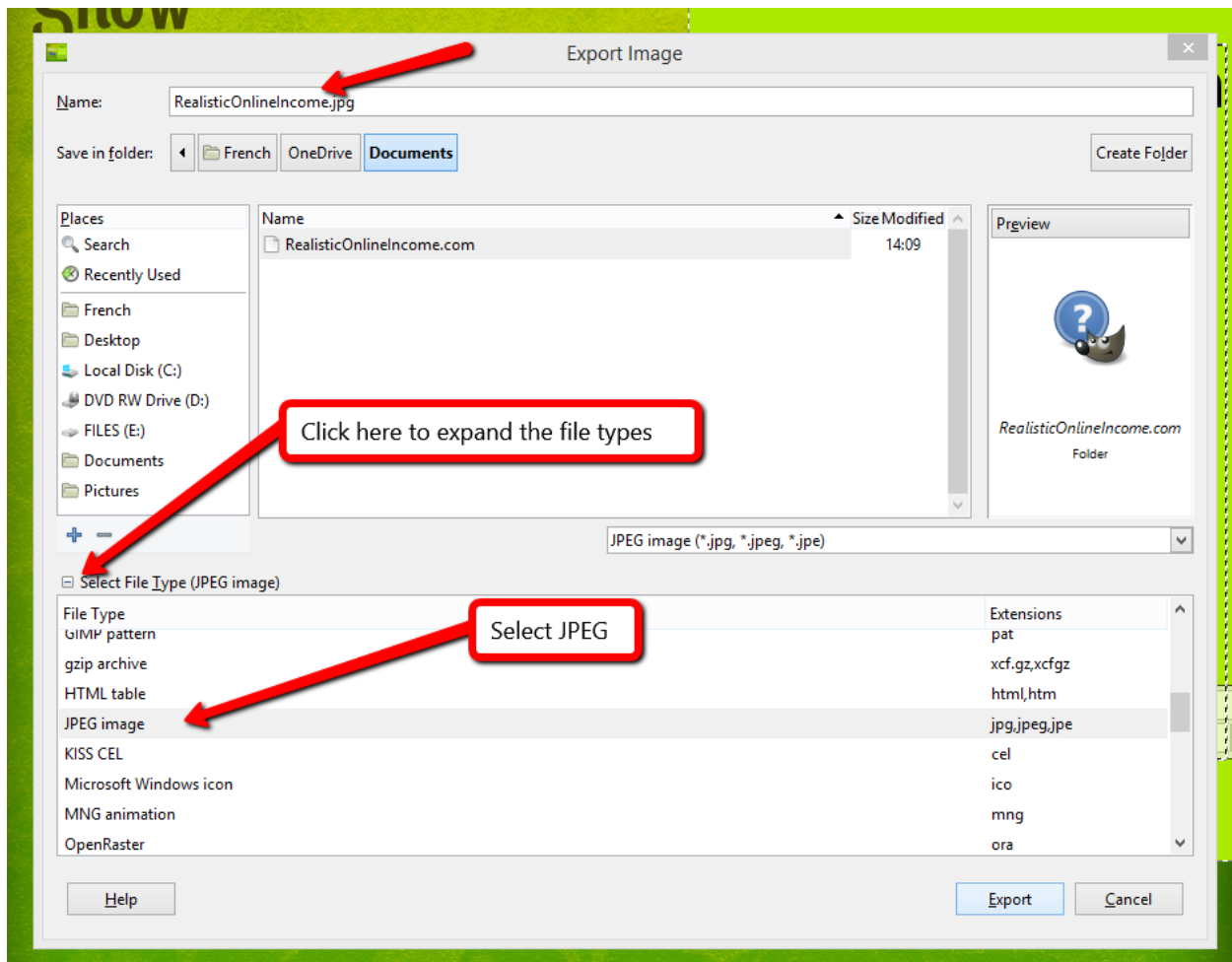
When you hit export, another box will pop up which will allow you to set the quality of the image you are about to export.

Check the box next to 'Show preview in image window' and then adjust the slider as low as you can get it without sacrificing too much image quality.

A lower quality image has a smaller file size which is important because smaller file sizes load faster and take up less bandwidth. When you show your ads to thousands of people, the bandwidth starts to add up.

Ideally we want to shoot for an image size around 100kB. As you can see in the example, the image starts to get a little pixelated, but it's good enough and I was able to get the file size down to around 100kB.
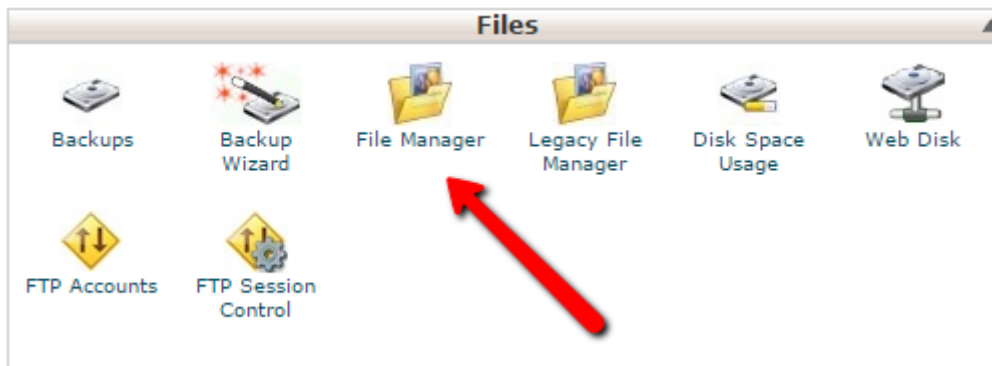

Hit export and we are finished with GIMP.

Now you need to create some files on your server, upload the image you just created and create the actual HTML landing page people will see when you send them to your URL.

5 – Robot Txt File, index.html

Log into your server just like you did the other day. Find the icon that says file manager and click on it.


Next expand the public-html file and click on your domain name. You should then see one folder that says cgi-bin.
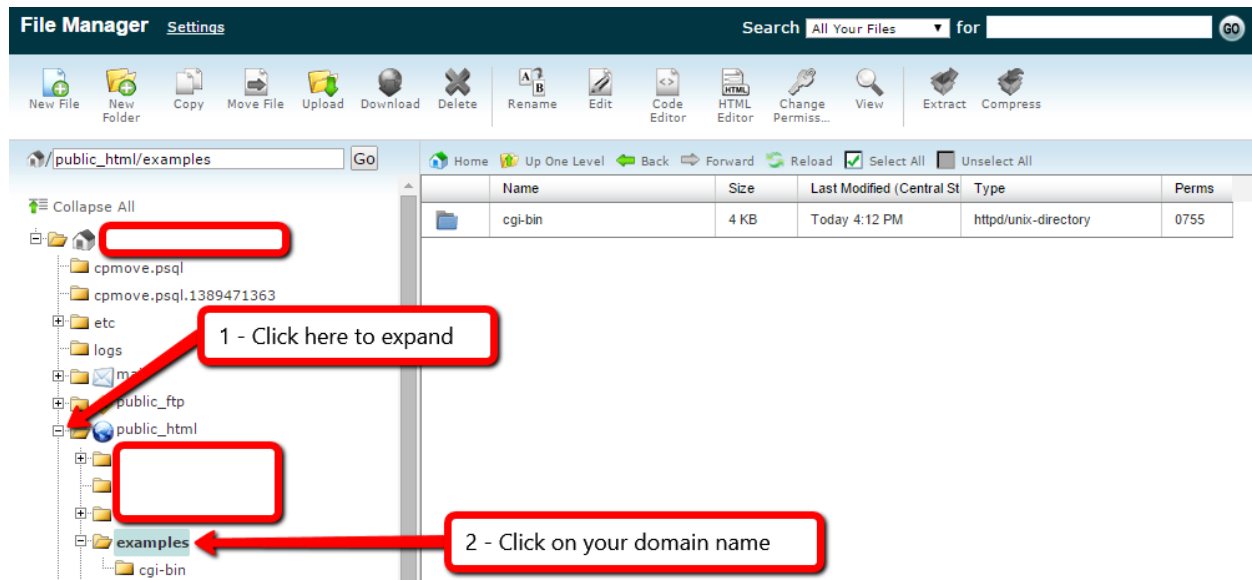
Now you need to create three things: a robots.txt file, a blank index.html file, and a folder.

A robots.txt is a file that tells web crawlers from Google and other search engines to stay out of your server. They don't need to know what you're doing and this file will keep them out.

On the top of the screen select New File and name it robots.txt.
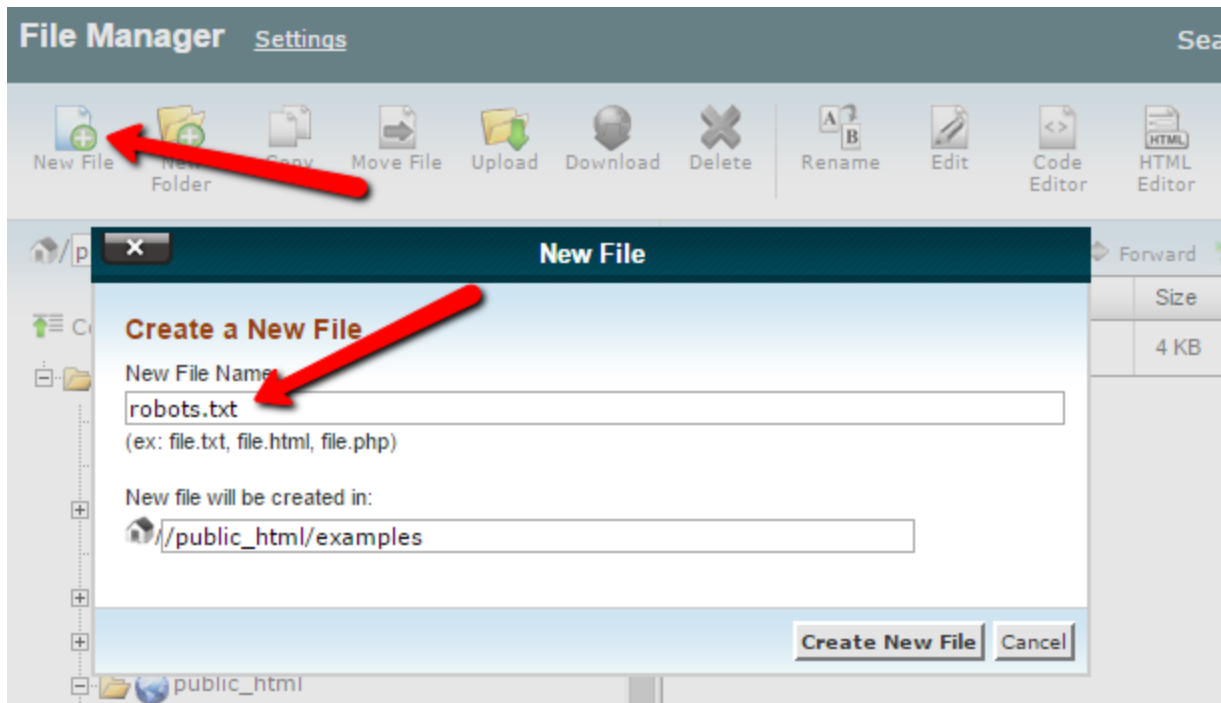
Next right click on the new robots.txt file that appeared under your cgi-bin folder and select edit. Click edit on the box that pops up and you should see a blank page. Copy and paste the following text into the page and click save.

User-agent: *

Disallow: /

That's it, just paste those two lines of text into the file and click save, and you are set.
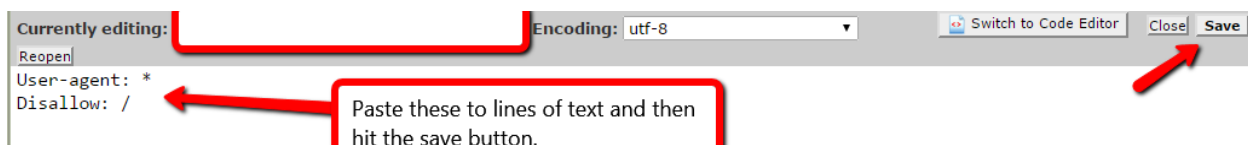
Next you need to create a simple blank index.html file. That way, when someone goes to yourdomainname.com, all they will see is a blank page rather than a directory listing of your server which will allow them to snoop around.

Just click New File and give it the name index.html and you are done.

6 – Directory Structure

Now we are ready to create a directory to keep your campaigns nice and organized. You can call it whatever you want; I'm going to call mine cpa.

Right next to the New File icon you just clicked on there is an icon labeled New Folder.

Click on that and give it any name you like. I suggest all lowercase for all your files and folders. It will make your life easier in the long run since URL's are case sensitive. I've spent an hour before trying to figure out why a landing page wouldn't load only to find I had a capital letter in the URL.

Go ahead and double click on the folder you just created and you should once again see an empty directory.

Create another new file, and once again call it index.html. Every directory you have should have an index.html file.

So far you should have something set up like this: http://yourdomainname/cpa.

From this point, every time we create a new campaign we will add a new directory so, for my example, I'll have
http://examples.mydomain.com/cpa/diabetes

Yours will look like http://yourdomainname.com/cpa/offer1/

When you get ready to launch a new campaign after this course, you'll have http://yourdomainname.com/cpa/offer2/ etc.

You can get more specific if you like. How you organize your directory structure is up to you. As you can see, each directory gets tacked on to the one before it to make up the URL that people see in their web browsers.

Ok, in your offer directory, create a new file and call it whatever you want. I'm not too creative so I'm just going to call mine lp1.html . This is what my file structure and folder looks like:
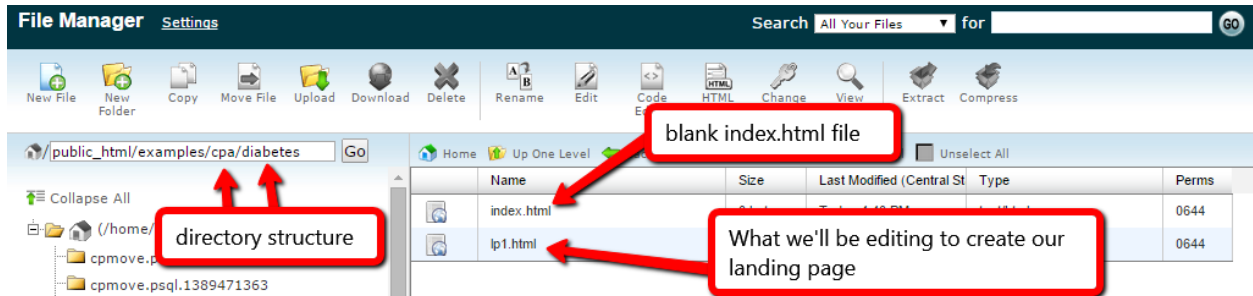
Before you edit the lp1.html file, you need to upload the picture we created in GIMP so our lp1.html can call it up and people will be able to see the image.

7 – Uploading Image, Landing Page Files

Four icons to the left of the New File icon is an upload icon.

Click on that and click on the Choose File button.

Browse to where you saved your landing page image on your computer, select it and hit open. There should be a progress bar on the bottom right of the screen. When is says complete, click on the go back link in the center of the screen.

Now you should have 3 files showing. An index.html, lp1.html, and the image you just uploaded.

8 – Landing Page HTML

Mouse over your lp1.html, right click and select edit.

Copy and paste the following snippet of code (in blue) into the blank page.

<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"

```
"http://www.w3.org/TR/html4/loose.dtd">

<html>

<head>

<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">

<title>TITLE</title>

</head>

<body>

<div align="center"><a href="go.php" target="_blank"><img
src="imagefilename.jpg" border="0"></a></div>

</body>

</html>
```

You will need to do the following things (in red):

- Change out the text in red
- Choose a title for your page

For the title, go ahead and chose something that is descriptive and eye catching. If I was running a dating campaign, I might use something like "348 Singles in Your Area!" for my diabetes example, I might choose something like "Raise Diabetes Awareness!"

Next enter the filename for the image that you uploaded.

Once you've done all that, you'll want to test it out. In your web browser, type in your URL like this:

http://yourdomainname.com/cpa/lp1.html

You should see your image load up.

What you just did was to create a simple landing page that turned your entire image into one clickable button that will send the visitor to the offer page.

You still have a few steps before the link works, but you're nearly done.

You have one more file to create before you'll have to head back over to Prosper again.

9 – PHP File

Create a new file called go.php and that's it. The code you'll be putting into go.php is in Prosper.

10 – Prosper Tracking Code

Log back into Prosper in another window, go back to setup, and select #4 Landing Pages.

- Check Simple (One Offer on the page).
- Click on the field next to Category and select PeerFly.
- Click on the field next to Campaign and select the campaign we created.
- Enter a descriptive LP Nickname in the next field.
- Enter the URL where the landing page is located – it should be http://yourdomainname.com/cpa/youroffer/lp1.html. If you chose a different organization structure, it will be different.

Here is what my page looks like:

Setup   Overview   Analyze   Visitors   Spy   Update

#1 Traffic Sources   #2 Categories   #3 Campaigns   #4 Landing Pages   #5 Text Ads   #6 Rotator   #7 Get LP Code   #8 Get Links   #9 Get Postback/Pixel

Landing Page Setup (optional)

✔ You deletion was successful. You have successfully removed a landing page.

Please type in the URL addresses of the landing pages you plan on using.

Add A Landing Page (optional)
Here you can add different landing pages you might use with your marketing.

Landing Page Type ⓘ   ⦿ Simple (One Offer on the page)

○ Advanced (Mutiple Offers on the page)

Category: PeerFly

Campaign: Diabetes Wristband - Short Form Subm

LP Nickname: diabetes screenshot lp 1

Landing Page URL: http://examples.realisticonlineincome.co

Add

My Advanced Landing Pages

• You have no advanced landing page.

My Simple Landing Pages

• Above All Offers
• PeerFly
  ○ Diabetes Wristband - Short Form
    Submit (10875) · $1.70
• W4

Thank you for marketing with Prosper202 · Help · Documentation · Donate · Forum · Your Prosper202 ClickServer 1.8.10 is up to date.
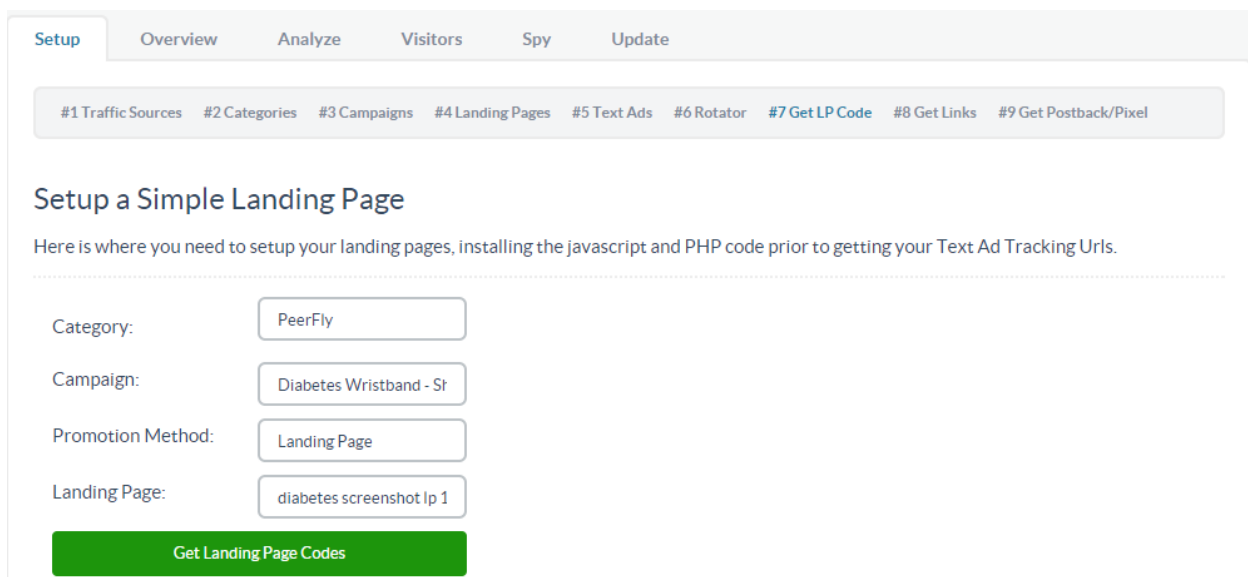
After you hit save under My Simple Landing Pages, you should see a new landing page under your campaign like this:

Now go to Set Up #7 Get LP Code. Don't give up, you are almost done. Click on the Simple Landing Page button. On the next page

- Click on the field next to Category and select PeerFly.
- Click on the field next to Campaign and select your offer.
- Leave Promotional Method Alone.
- Click on the field next to Landing Page and select the landing page we just created.

It should look something like this:

Go ahead and click on the green Get Landing Page Codes button. Prosper will now have some code for you to copy and paste into the html and php file on your server. Log back into your server in another window. Go to the file manager and navigate to where your landing page is. If you get lost, just go back to yesterday's lesson and look it over.

Right click on lp1.html and select edit. Now go back to Prosper and copy the code snippet under Inbound Javascript Landing Page Code like this:

Copy and paste this just above the </body> tag in your lp1.html

Go to your opened lp1.html file and right above the </body> tag paste the code you just got from prosper. It should look like this:

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"
"http://www.w3.org/TR/html4/loose.dtd">
<html>
<head>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<title>Diabetes Awareness!</title>
</head>
<body>
<div align="center"><a href="go.php" target="_blank"><img src="diabetesoffer.jpg" border="0"></a></div>

<script>
        (function(d, s) {
                var js, upxf = d.getElementsByTagName(s)[0], load = function(url, id) {
                        if (d.getElementById(id)) {return;}
                        if202 = d.createElement("script");if202.src = url;if202.async = true;if202.id = id;
                        upxf.parentNode.insertBefore(if202, upxf);
                };
                load("http://          /tracking202/static/landing.php?lpip=925", "upxif");
        }(document, "script"));
        </script>

Paste the snippet of code just above the
</body> tag like this.

</body>
</html>
```

Once you get that taken care of, save and close the file.

Now right click on go.php and select edit.

We have one more snippet of code to copy and paste, so go back to Prosper and copy the code under Option 2: Landing Page: Outbound PHP Redirect Code:

Copy everything in the code box and then paste it into your go.php file.

Option 2: Landing Page: Outbound PHP Redirect Code:

This is the php code so you can cloak your affiliate link. Instead of having your affiliate link be seen on your outgoing links on your landing page, you can have your outgoing links just goto another page on your site, which then redirects the visitor to your affiliate link

So for example, if you wanted to have yourdomain.com/redirect.php be your cloaked affiliate link, on redirect.php you would place our outbound php redirect code. When the visitor goes to redirect.php with our outbound php code installed, they simply get redirected out to your a

You must have PHP installed on your server for this to work!

```php
<?php

// -----------------------------------------------------------------
//
// Tracking202 PHP Redirection, created on Mon Dec, 2014
//
// This PHP code is to be used for the following landing page.
// http://examples.realisticonlineincome.com/cpa/diabetes/lp1.html
//
// -----------------------------------------------------------------

if (isset($_COOKIE['tracking202outbound'])) {
    $tracking202outbound = $_COOKIE['tracking202outbound'];
} else {
    $tracking202outbound = 'http://_____/tracking202/redirect/lp.php?lpip=925&pci='.$_COOKIE['tracking202pci'];
}

header('location: '.$tracking202outbound);

?>
```

> Highlight and copy everything in this box and paste it into your go.php file on your server.

Currently editing: _____/public_html/examples/cpa/diabetes/go. Encoding: utf-8 ▾ Reopen   Switch to Code Editor | Close | Save

```php
<?php

// -----------------------------------------------------------------
//
// Tracking202 PHP Redirection, created on Mon Dec, 2014
//
// This PHP code is to be used for the following landing page.
// http://examples.realisticonlineincome.com/cpa/diabetes/lp1.html
//
// -----------------------------------------------------------------

if (isset($_COOKIE['tracking202outbound'])) {
    $tracking202outbound = $_COOKIE['tracking202outbound'];
} else {
    $tracking202outbound = 'http://____.com/tracking202/redirect/lp.php?lpip=925&pci='.$_COOKIE['tracking202pci'];
}

header('location: '.$tracking202outbound);

?>
```

> Paste it all into the blank go.php file and hit save. You just finished setting up your first landing page!

That's it, congratulations! You just finished building your first landing page and setting up its tracking.

All you have to do now is make sure everything works and you can call it a day.
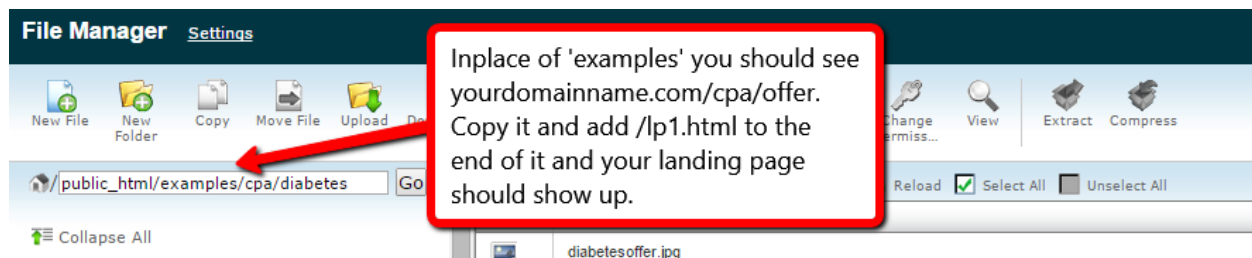
Testing Your Landing Page

In your web browser type in your landing page's URL.

It should be something like http://yourdomainname.com/cpa/offer/lp1.html.

If you are having a hard time finding it, just navigate to your lp1.html file in your server's file manager. On the top left of the screen, you'll see something that should read /public_html/domainname/cpa/offername.

All you have to do is copy everything from domainname and after, put it in your browser's URL field, add a /lp1.html to the end of it, and your landing page should pop up.

If you called your landing page something other than lp1.html then enter that instead.

When your landing page shows up, click on it and you should get directed to your offer page.

Now you need to check Prosper and PeerFly to make sure the clicks registered and everything is tracking properly.

In Prosper, click on the Analyze Tab and then on Landing Pages.

Under the results you should see numbers under the Clicks and Click Throughs. If you loaded your landing page successfully, clicked through to the offer, and don't see any numbers, then something went wrong along the way. Hit us up at on Affplaybook and we'll help you troubleshoot your problem.

If you are successful, it should look something like this:

Next, go to PeerFly and make sure the click registered there. In Peerfly, click on Reports, click on General, make sure the date is todays, and click on Submit. You should see results from your offer show up. If not, hit us up in Affplaybook and we'll give you a hand.

There is one last thing you need to do and that's to make sure that PeerFly notifies your server every time you get a conversion. This is done by something called a postback.

You'll need to grab your postback URL from Prosper and enter it into the right place in PeerFly.

Log into prosper again and go to Setup #9 Get Postback/Pixel. Scroll down until you see Simple Global Post Back URL. Copy everything in the field.

Now go into your Peerfly account and click on the Global Postback tab on the left side of the screen.

In the field under URL, paste the URL you just copied from Prosper. Once you do that, add %comission% after amount= and %subid1% after subid=. You should be looking at something like this:

If it looks similar, click submit and that's it.

Congratulations! You are done for the day. It might seem like a lot, but, after you do if a few times, this whole process won't take much time at all.

Day 6
TARGET RESEARCH – TRAFFIC PLATFORM – CAMPAIGN LAUNCH

Compared to the last few days the rest of the way is going to be relatively easy.

Today you are going to:

- Sign up for a traffic platform
- Set up your first campaign on the platform
- Gather Targets
- Launch Your Campaign

That's it; now let's get started.

First things first.

You need to sign up for your traffic source. Your traffic source is where you are going to be buying ad space for your ads to show up.

In this case, it's 50onRed, now know as the RTX Platform. I decided upon 50onRed for you to start out with for a few reasons.

- Good quality traffic with the lowest initial deposit required.
- Deposit bonus for people who sign up through my referral link.
- Support is much more responsive than the other two leading ppv platforms.
- Easiest platform to use and are constantly rolling out new improvements.

The initial deposit is $500.00

That might seem like a lot but the other main PPV traffic sources, Lead Impact and Traffic Vance, both require $1000.00 to open up an account.

Don't forget, you are just depositing money in your account and as you purchase ad space it gets withdrawn from your balance.

What' really great is that if you sign up with the link below you'll get a 10% bonus on your initial $500 deposit. If you spend $500.00 in your first 30days, they will give you a $50.00 credit. Not too shabby.

CLICK HERE TO SIGN UP WITH 50onRED

Follow 50onRed's instructions for getting your account set up and funded. It's pretty straight forward.

Once you are finished, log in and click on Pops on the top of the screen.

Next click on Campaigns and then click on the red button that says + New Campaign.
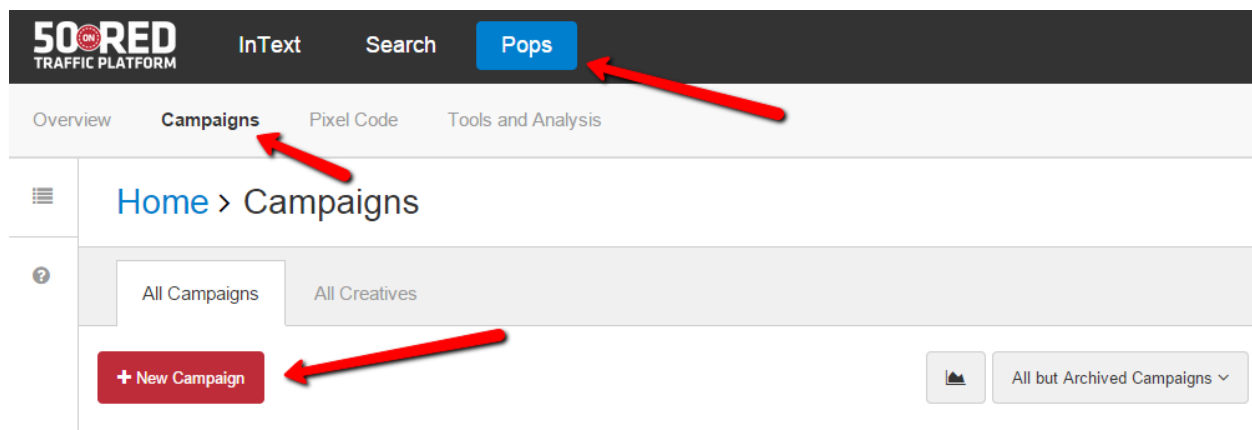
We are just going to go down the screen and start filling in fields.

Campaign Name: Pretty self-explanatory – I usually call it the same thing I call my campaign in Prosper.

Start and End Date: Leave those blank.

Time Zone: Pick a time zone just make sure it matches up with your Prosper time zone. You can check the Prosper time zone under "My Account > Personal Settings."

Status: Enabled

Rating: General – unless you are running an adult campaign.

Locations: United States Only

Default CPV Bid: .01

Unlimited Budget: Unchecked

Daily Budget: 5.00

Total Budget: Leave Blank

Day Parting: Always Run

Enable Frequency Cap: Checked

Number of Clicks: 1

In Time Period: 24 hrs

Default Conversion Amount: Leave blank

Click Save Campaign and you should be taken to the Creatives Tab.

Click on the + Add Creatives.

Enter whatever name you want to signify your landing page. For my example, I'll be using 'Diabetes Screenshot 1'.

Before we enter the Destination URL we need to go get it from Prosper, so open it up if it isn't already open. Under Setup, click on #8 Get Links.

Get Text Ad Code For: Direct Link Setup, or Simple Landing Page Setup should be checked.

Category: PeerFly

Campaign: Whatever your campaign is called.

Method of Promotion: Landing Page

Landing Page: Whatever your Landing Page is called.

Ad Copy and Ad Preview: Ignore these as they are for different traffic sources.

Cloaking: Leave Campaign Default On/Off.

Traffic Source: 50onRed

Max CPC: We don't know what it's going to be yet so just enter 0 in the first field and .02 in the second.

TrackingID c1: {country}

TrackingID c2: {domain}

TrackingID c3: Leave Blank

TrackingID c4: Leave Blank

You screen should look similar to mine.

Get Text Ad Code For:	⦿ Direct Link Setup, or Simple Landing Page Setup
	◯ Advanced Landing Page Setup
	◯ Smart Rotator

Category:	PeerFly
Campaign:	Diabetes Wristband - Short Form Subr
Method of Promotion:	Landing Page
Landing Page:	diabetes screenshot lp 1
Ad Copy:	...

Ad Preview

Luxury Cruise to Mars

Visit the Red Planet in style. Low-gravity fun for everyone!

www.example.com

Cloaking:	Campaign Default On/Off
Traffic Source:	50onRed
Traffic Source Account:	miser
Max CPC:	$ 0 ¢ .02

you can enter cpc amounts as small as 0.00001

Tracking ID c1:	{country}

c1-c4 variables must be no longer than 350 characters.

Tracking ID c2:	{domain}
Tracking ID c3:	
Tracking ID c4:	

Generate Tracking Link

Click on Generate Tracking Link and you should see your tracking links generated below. Ignore the Warning as it relates to a different type of traffic source than we are using.

You'll see a link that looks something similar to this:

http://yourdomainname.com/cpa/offer/lp1.html?t202id=134&t202kw=

After the t202kw= at the end of the link you need to add {target} Now your link should look like this:

http://yourdomainname.com/cpa/offer/lp1.html?t202id=134&t202kw={target}

Now copy that link and head back to 50onRed.

You should be looking at the Creative Tab now.

In the field next to Destination URL, paste the tracking link you just got from Prosper.

Click on Add Creative and you should see a Terms and Conditions screen pop up.

Read through these. It's important that you pay attention to and follow all the rules.

Assuming everything is ok, click on Yes, I agree.

Now you'll see that your creative has been added and is pending approval. 50onRed has a creative approval team which reviews every creative and checks them to make sure they adhere to their creative guidelines.

50onRed approves creatives between 9-5 Eastern Time. If you are submitting your creative during those hours, it will usually take 30 minutes to a couple hours to get your creative approved. If you submit your creative outside of business hours or on the weekends, you'll have to wait until they are back in their offices.

While you wait for your creative to get approved, you might as well start collecting targets for your ads to pop over.

Click on the Targets Tab. You should see a red button that says + Add Targets. If you click on that, you'll see a little drop down menu with Add Keywords, Add Domains, and Add Categories.

This article from [50onRed](link) does a good job explaining the difference between the three. https://platformsupport.50onred.com/customer/portal/articles/1457879-what-is-the-difference-between-domain-and-keyword-targets-on-pops-

For your first campaign you'll mainly be adding domain targets, but keep the other two in mind. You can do some cool stuff with them which I'll expand upon outside of this course.

TARGETS

The main benefit of PPV traffic is that you can target your ads to people who are visiting sites related to your offer. For example, if you are running an offer offering auto loans, you can show your ads to people looking at car dealerships.

So with that in mind, what do most people do when they are looking for information about something?

I don't know about you, but Google is usually my first stop.

That's where you'll be getting your first set of targets. You're going to search for a few terms related to your offer and grab every result (root URL) you see on the first page of Google and Bing.

Take a minute or two and jot down different terms people might search for if they are looking for something similar to your offer.

My offer has to do with getting tools and resources dealing with diabetes. The offer page also highlights diabetes awareness so I'll search for the terms diabetes resources and diabetes support groups.

As you are searching for terms keep an eye on the suggestions Google gives you. These suggestions can come in handy and might be better than what you thought of originally.

In my case, as I was typing in 'diabetes resources' I noticed the suggestion for 'diabetes recipes'. Sounds great, I'll add that as well.

Ok, so do a search for each term and copy the URLs of the generated search results, both paid and organic results, into a list. We'll be taking these and adding them to 50onRed when we are done.

In general, we want the root URLs. Take, for example, diabetes.org/mfa-recipes/recipes/. We would just copy the diabetes.org to our list.

However, you need to check every link, because, for a URL like allrecipes.com/recipes/everyday-cooking/special-diets/diabetic, if you just used

allrecipes.com you would end up with a lot of irrelevant traffic which would eat up your budget.

In the case of the allrecipes.com link, you would use the whole URL. In the case of the diabetes.org link you would take just the root URL.

Go through and check each link on the search results and copy each URL that's relevant to your offer. Do this for each term on both Google and Bing. You should end up with 20-40 URLs.

If you are having trouble coming up with that many, add more search terms or grab URLs from the second page of the search results. If you are getting too many, then cut back on search terms. We can always add more later if the offer shows potential.

Once you have your list, separate anything that is longer than just the root URL, such as rooturl.com/extrastuff, into another list. You will have to add targets like domain.com/abc/xyz as keywords.

Go back to your 50onRed account, make sure you are still in the Targets tab, and click on + Add Targets.

Click on Add Domains.

In the field under Add Domains, copy and paste your list of URLs.

Click on Add Domains and you should see your domains added in the table below.

	Status	Target	Type	Approval	CPV	Bid Type	Impr.	CPM	Avg. CPV	Conv.	Conv. Value	Cost
☐	●	diabetes.org	domain	✔ Approved	$0.010	Fixed	-	-	-	-	-	-
☐	●	diabeticconnect.com	domain	✔ Approved	$0.010	Fixed	-	-	-	-	-	-
☐	●	januvia.com	domain	✔ Approved	$0.010	Fixed	-	-	-	-	-	-
☐	●	diabetesselfmanagement.com	domain	✔ Approved	$0.010	Fixed	-	-	-	-	-	-
☐	●	diabeticlivingonline.com	domain	✔ Approved	$0.010	Fixed	-	-	-	-	-	-

What you need to do next is to set your opening bids; however, you need to wait a few minutes because it takes 50onRed a while after you add new targets for them to show you the current bids.

While you are waiting for those to update, go ahead and add the second list of longer URLs as keywords just like you did for adding domains.

Once you are done, refresh the page every few minutes until you see something like this.

	Status	Target	Type	Approval		CPV	Bid Type
☐	●	diabetes.org	domain	○ Below Smart Bid: $ 0.123	✈	$0.010	Fixed
☐	●	diabeticconnect.com	domain	○ Below Smart Bid: $ 0.279	✈	$0.010	Fixed
☐	●	januvia.com	domain	○ Below Smart Bid: $ 0.116		$0.010	Fixed
☐	●	diabetesselfmanagement.com	domain	○ Below Smart Bid: $ 0.124	✈	$0.010	Fixed

Now click the check box next to Status so it adds a check next to each line. Click on Edit and Change Bid type.

Select proxy.

If proxy bidding isn't available to you yet don't worry about it. It's a new feature 50onRed is currently working on.

50onRed has two different types of bids. The first is fixed bidding, which means whatever you set your cost per view (CPV) to be is what you pay every time your ad shows. With proxy bidding you pay just .001 higher than the next person in line. So if you set your bid to .30 and the person with the next highest bid is bidding .22 you will pay .221 for each impression. Obviously proxy is the way to go if it's available.

Now that that's done you need to go through and change each bid.

On some keywords there is a little rocket icon. If you click on that icon the Smart Bid recommendation window pops up. This gives you an overview of what the other bids on the target are and the % traffic you'll receive based on different bid amounts.
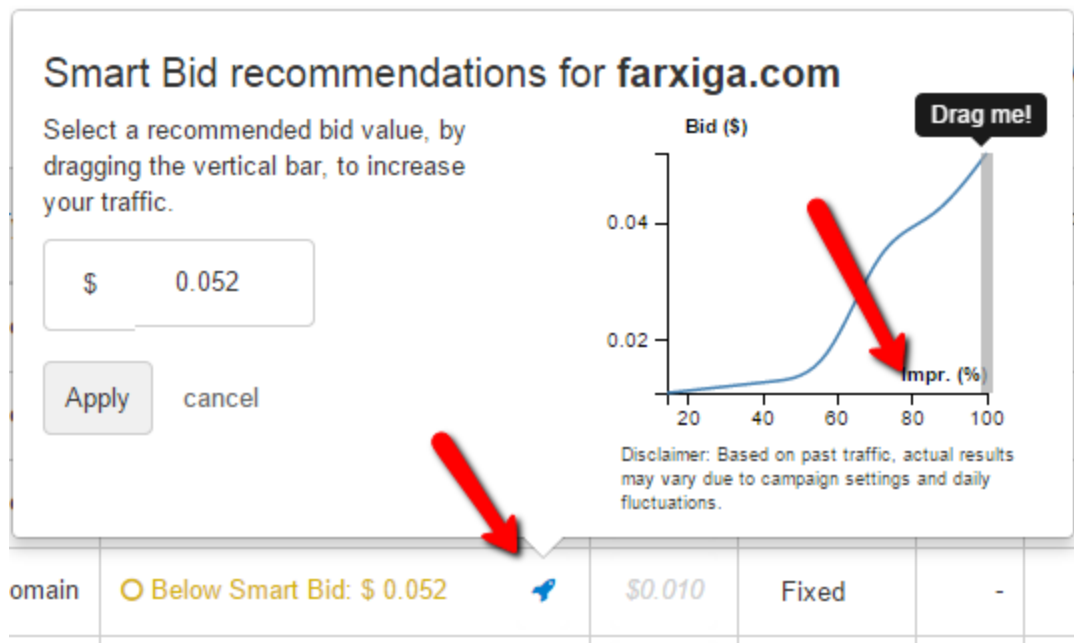
I have found that the sweet spot for getting decent traffic at lower prices is usually around the 80% mark. On really higher volume targets, 40-60% works well too.

Bidding is, in general, on a case by case basis. This is why you should start out with a low daily budget. You want to see the traffic you'll be getting at different bids.

For now, for any recommended bid below .05 set the bid to 80%. For anything over .05 look at the chart and try to get a price below .05.

If you come across a keyword that doesn't have a rocket ship icon, if it's lower than .05, bid the Smart Bid Price, otherwise bid .05.

When you are all done with that, you are done for the day. Tomorrow you'll see if you have any traffic and what to do from there.

DAY 7

Analyze Campaign – Follow Along – Budgeting – Where To Go After

Congratulations! So far you successfully setup your very first campaign and should be looking at some traffic stats. Some of you might have a conversion or two, and if so that's really awesome! You just proved to yourself that this really works. For others, you might be just staring at a sea of red, and if so then don't worry. As you'll see in just a bit, that's what happened with the example campaign I've been running to illustrate the process.

Remember that this is a numbers game. Out of 10-20 campaigns you might have one that returns a profit. The good thing is it only takes a few good campaigns to bring in a lot of money. It will take time to get there so don't let yourself get discouraged. Use each failed campaign as an opportunity to learn what went wrong and what can be improved upon.

Let's start looking at some numbers. Open up your Prosper account and this time click on Analyze. The first page you see should show you a list of keywords that got traffic. We'll go over the columns and what they mean first.

Keyword: This is the target that you bid on in 50onRed.

Clicks: How many ad impressions your landing page received from a particular keyword.

Click Throughs: How many visitors clicked through on a particular keyword.

LP CTR: Landing Page Click Through Ratio – Percentage of people clicking through on that particular keyword.

Leads: How many conversions you got.

S/U: Percentage of clicks that converted into a lead.

Payout: What you get per Lead/Conversion.

EPC: Earnings Per Click – Average earnings per visitor to your landing page.

Average CPC: What you pay [50onRed](#) on average for each ad impression.

Income: Total revenue – leads X payout.

Cost: Total Cost for that keyword.

Net: Total Revenue – Total cost (Your profit/loss).

ROI: Return on investment = (Income – Cost)/Cost*100.

Let's look at how my campaign performed and talk a bit about it and what I would do going forward. So, here is what it looks like after running for roughly 24 hours:

Analyze Your Keywords

Refine your search:			Start date:	12/09/2014 - 0:00	End date:	12/10/2014 - 23:59	Custom Date

PPC Network/Account: --   --   Visitor IP:

Aff Network/Campaign: --   --   Keyword: Referer:

Display: 50   By Day   Net Line Graph   Show Real Clicks   CPC Costs   **More Options**   **Set Preferences**

Results 1 - 12 of 12   Download to excel

Keyword	Clicks	Click Throughs	LP CTR	Leads	S/U	Payout	EPC	Avg CPC	Income	Cost	Net	ROI
[no keyword]	22	2	9.09%	0	0%	$1.70	$0.00	$0.02	$0.00	($0.44)	(-$0.44)	-100%
diabeticconnect.com	17	0	0%	0	0%	$1.70	$0.00	$0.09	$0.00	($1.53)	(-$1.53)	-100%
diabetes.org	6	0	0%	0	0%	$1.70	$0.00	$0.09	$0.00	($0.54)	(-$0.54)	-100%
dlife.com	3	0	0%	0	0%	$1.70	$0.00	$0.09	$0.00	($0.27)	(-$0.27)	-100%
bydureon.com	2	0	0%	0	0%	$1.70	$0.00	$0.09	$0.00	($0.18)	(-$0.18)	-100%
diabeticlivingonline.com	2	0	0%	0	0%	$1.70	$0.00	$0.09	$0.00	($0.18)	(-$0.18)	-100%
levemir.com	1	1	100%	0	0%	$1.70	$0.00	$0.09	$0.00	($0.09)	(-$0.09)	-100%
diabetesselfmanagement.com	1	0	0%	0	0%	$1.70	$0.00	$0.09	$0.00	($0.09)	(-$0.09)	-100%
farxiga.com	1	0	0%	0	0%	$1.70	$0.00	$0.09	$0.00	($0.09)	(-$0.09)	-100%
diabetesnet.com	1	0	0%	0	0%	$1.70	$0.00	$0.09	$0.00	($0.09)	(-$0.09)	-100%
accu-chek.com	1	0	0%	0	0%	$1.70	$0.00	$0.09	$0.00	($0.09)	(-$0.09)	-100%
fit2me.com	1	0	0%	0	0%	$1.70	$0.00	$0.09	$0.00	($0.09)	(-$0.09)	-100%
Totals for report	58	3	5.17%	0	0%	$1.70	$0.00	$0.06	$0.00	($3.68)	(-$3.68)	-100%

The first thing you should notice is that everything is red!

Oh well, I was tempted to go and do a few campaigns until I got one that showed conversions, but I figured it would be pretty disingenuous.

Expect 90% of your campaigns to be failures so looking at a sea of red is going to be a common occurrence.

You just need to do what I do, analyze your data, make some decisions, deal with it and move on.

The second thing to point out is that I didn't get that much traffic. I had about 40 targets and as you can see only 11 targets got any traffic.

So what do I do about that?

Well I made sure I upped my bids in 50onred and then I decided that I needed to go grab a bunch more targets.

In this case I would go out and grab another 40 targets and see how those go. I might also add a few keywords instead of URL's and test those out.

You will also notice the first line that says [no keyword]. Well that was a result of me messing up the tracking link that I gave to 50onRed.

I forgot to add {target} to the end of the keyword. I noticed the error and just submitted a new link to 50onRed the same way as I did the first one.

So if you mess anything up, it's no big deal. I mess up all the time.

So what are the next steps you should take with your campaigns? Here are a few key points.

- Cut a target if it spends 1-2x the payout without a conversion. If it's a lower payout offer, I'll usually go 2x the payout. In this case, if a target spends 4 bucks, I'll cut it. I ended up cutting the diabeticconnect.com because it spent that amount and was pulling in a lot of traffic compared to the rest of the key words. Keep in mind

that your actual spend will be on [50onRed](#). Prosper is only going to show you the average over the entire campaign and it's something you'll need to adjust from time to time. For diabeticconnect.com, [50onRed](#) is charging me around 20 cents/click.

- Up the budget to $10 - $20/day. Once you know that your budget isn't going to get eaten by one target go ahead and up the budget.

- Let the campaign spend at least $25 before you make any further decisions. It's going to be tempting to mess with it or try new landing pages, but until you buy enough data you won't know if it really works. You are trying to get statistically significant data over a few days before making changes. Otherwise you'll just be dumping money down the drain.

- And the most important thing, get on [Affplaybook](#) and create a follow along. I created an example followalong for the campaign I used as an example for this course. Check it out and see how the campaign turned out. Here is the link.
http://www.affplaybook.com/forum/showthread.php/14178-Miser-s-Example-Follow-Along

Use my follow along as a model for your own. This is going to be the most important step in your process. As you'll see in my example, you can get some really excellent advice. I was even blown away with the suggestions I got.

I can't emphasize enough how important it is for you to create your own follow along.

I'm sure a lot of you ran into problems and aren't sure what to do with the data you are looking at. Well, the best way to get help and make sense of the data is to create a follow along.

Before I turn you over to [Affplaybook.com](#) I wanted to go over a couple things that will be helpful in the long run.

The first has to do with budgeting and how to spend your campaign dollars wisely. Here is the formula I came up with for testing campaigns.

BUDGETING

Figure out how much money you can devote to testing your offers every month.

I'll use $1000.00 as an example.

Take that and divide it by 30 (days in month). $1000/30 = $33

So that's how much money you commit to losing each day.

Then take that $33 and divide it by what you want to spend on each campaign per day. I suggest $10-$20 per day. I'll go with $10. $33/$10 = 3 campaign

That's how many campaigns you can test at one time in the beginning.

So let's say I start 3 campaigns with a 10/day spend.

Over time I'll end up killing the campaigns that show no signs of progress and keep working on the ones that show progress. I might go through 5-10 campaigns this way, always making sure that I spend at least 3/day into the red.

Now over time you'll get a campaign or two that shows a profit.

Let's say you have 3 campaigns, one of which is doing 30/day profit.

Well, in order to make sure you are spending at least 30 into the red each day, you'll need to add at least 3 more campaigns, up your daily testing budget, or increase the budget of the campaigns you have running.

This might sound crazy; we are trying to make money and I'm telling you to make sure you spend at a loss each day.

What gives?

Well, if you keep doing this, you'll reach a point where you can't manage any more campaigns and your profitable campaigns will start gaining ground and overtake your losing campaigns.

At that point it's time to start taking profits off the table and putting them into your bank account.

The mandatory daily loss in the beginning of your testing process ensures a couple things.

First, it forces you start detaching yourself emotionally from your money. You commit to spend x amount of dollars per month and once you do that it's easier to focus on your campaigns rather than the money being poured down the drain.

Second, it ensures you don't get too complacent. The key to success is to keep working on campaigns.

It really is a numbers game.

If you stop everything to work on one campaign that might show promise, you could be losing out on that 100/day campaign just around the corner.

One of the most common mistakes new people make is to waste too much time on campaigns that don't show promise. It's hard to give up something you've worked hard on but the quickest way to success is to kill the losers quick and focus on the winners.

You need to be constantly working on new campaigns to find those winners.

So what now.

1 – If you haven't created an introduction thread yet, do so in the forums. We won't bite, I swear!

2 – Create a follow along on the forums!

3 – Go through the Beginner, intermediate, and advanced guides to PPV on the forums.

4 – Get involved, ask questions, create campaigns. TAKE ACTION!

The only way you'll see success is to get involved and take action. All the dreaming in the world won't make you rich. Taking action will.

That's it; you do all that and you'll be on your way. If you have any questions, feel free to reach out to me on [Affplaybook](). You'll see me posting there pretty regularly.

- Jason (Miser) French of Aff Playbook