Welcome inside...

CPA CA\$H KING\$ v1

By: Ezra Wyckoff

DISCLAIMER

The information provided in this course, by itself, will not make you any money. As I constantly mention in the course, you must apply the information. This will give you a good chance of being successful. However, even with application, there can be no guarantee of income.

As with all things in life, your individual results may vary depending on who you are. The factors include your motivation, your skillset, input, determination – and all the other factors that affect normal life.

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Greetings

Hi, I'm Ezra! Welcome inside CPA Cash Kings, I am very excited for you to be on board and look forward to receiving a testimonial from you with your new CONSISTENT earnings once you take action on the material inside of this course!

I have proudly been a full time CPA marketer for almost 2 years, I can't say the old, "I never thought I would be at this point of making consistent money with CPA for two years straight" because I knew I would, just as YOU should.

Do you know you can? Or is it a possibility? Before going on you should answer that question because in order to see long term success in this business you have to KNOW you will see long term success in this business.

You have to visualize this success every day. Visualize and attack! (for my Waterboy fans).

CPA Marketing is not easy. I got into it believing it would be a breeze, and ya know, that turned out to be wishful thinking.

My thought process: "Hey, how hard could it be to get someone to just enter information?". Which is an understandable way of thinking but when you get down to the nitty gritty and start looking for traffic, the level of perfection you have to reach really hits you.

You can't just throw up an ad on Facebook and throw a \$500 daily cap on there and think you're going to cash in just because you have money.

Just like you can't be the best at SEO, get a website to the top of Google and think you're going to book a trip to Bahammas the next day if you don't have the perfect niche and the perfect offer.

The method you will learn today is the method that pretty much changed my life and allowed me to give up my job after two months.

I still use this exact method today as in my opinion, it will never get saturated. And as you will soon learn, in my opinion, nothing ever really becomes saturated anyway.

It uses the power of other people's advertising to send you super qualified leads to your CPA offer.

It's a very well set up system and runs very smooth.

Free traffic. Creative. Scalable.

The **CPA Cash Kings** system is very complete system that can be done in a few steps and it's a complete requirement to <u>keep things simple</u> and refrain from over-complicating things when they don't need to be!

Before I get into the steps you need to take to make your way to the bank to pull out that first paycheck, go ahead and set up a new email account for the purposes of this method only.

There isn't any required way you need to set this email up, it can just be your name. I.e: Ewyckoff@gmail.com works just fine! That isn't my email btw...

Second, of course, you need to be a part of a CPA network. Preferably more than one CPA network in case one of your offers ever expires on one; you will have other accounts to switch your traffic over to so you don't lose money.

Hopefully, at this point you are already signed up to a CPA network or few, if not, don't worry! I can help you understand the mechanics behind being accepted into any CPA network you wish.

No, it isn't about how much of a rockstar you make yourself out to be, it isn't about lying on your application, it isn't about having a cool website for them to see, it isn't about any of that.

It's quite simple, it's about relationships. It's about giving off an honest, down-to-earth impression when you speak to the affiliate managers who have the power to approve your applications.

If you'd like me to go deeper into this, shoot me an email to my support email given at the end of this product.

Now we will get into the method, I'm not sure if you are used to taking notes from a PDF or not, but it always helped me understand things better and see things more clearly, so if you're open to suggestions, I would say take your own notes while reading along!

Spend a decent amount of time studying some simple, effective copywriting techniques.

This can be found totally free everywhere on the Internet, the most credible place would be the Warrior Forum's copywriting section where a lot of awesome tips are given.

There are dozens of other great forums where awesome copywriting tips are giving as well; just google copywriting forum or it's variations and you'll see how many are out there.

Take this step seriously, it's the first step for a reason.

You should put a considerable amount of time into becoming a better copywriter.

This will help you in your career anyway when it comes to writing your own ad copy.

It would be ideal to spend at least a few hours out of the day studying different copywriting techniques, how to make ads read better, how to make stronger Call To Actions, etc.

This may seem like a step you might be able to skip, but unless you already have a bit of copywriting experience it would be worth your while to pay attention to this step and get it done!

Really quick, on this subject, which looks better on a not so mouth-watering vehicle?

1997 Honda(red)
leather seats
2 door
automatic
119,000 miles
\$3k
call joe 3139992333

Automatic, 2 door 97' Honda w/ clean apple red paint job looking for a new owner! Leather seats in great condition. CLEAN! CLEAN!

Under 120,000 miles and still a long life ahead! Engine is in stable condition, all oil changes kept up to date!

Only asking \$3k OBO! Won't last long! Interested in having these keys? Email me at joeschmo@gmail.com for more information!

If I were reading this, I would pick the second one. Not even much of a difference but it's much more effective of an ad than the first one.

Small tweaks like these can change the outcome of advertisements from a failing campaign to a quick and easy sell.

You don't have to take it overboard and become an absolute stud at copywriting by any means, but study a bit – enough to be better at writing ad copy than the average person.

two

Check out Craigslist.com.



The underlined sections above are the sections you're going to be focusing on for this method.

First we have, apts / housing.

Inside this section, people post up ads of their apartments or homes, looking for people to become their new tenant. Pretty simple right?

You will see a range of people posting ads in here. Apartment complexes, Realty companies, and our butter, private dealers who are looking to rent out their already owned home or apartment.

Another 'kind' of poster you may run into while doing this method for a bit will be blackhat IM'ers posting fake ads with rediculously low rent prices and awesome pictures of cool, updated kitchens and bathrooms. Leave these guys bee.

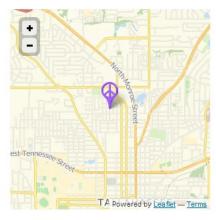
We are looking for individual people searching for someone to start renting their home/apt/townhome out.

The bigger companies are harder to deal with and focusing on private dealers will be worth it in my experiences.

In some cases it may be worth it for smaller realty companies but may take a bit longer to get your campaign rolling. So that'll be no apartment complexes and no realty companies.

\$1185 / 3br - 1425ft² - Mid Town Charmer! (1429 Milton Street)





1429 Milton

MID TOWN CHARMER! BETTER HURRY! Personality Plus! Nicely updated, light and bright, 3/2 with hardwood and tile floors & some carpet. 1425 sq ft with separate living rm with built-in book shelves, family rm, plus large eat-in kitchen with gas stove, inside utility room, and screened front porch. Walk to shopping, near Lake Ella. Available August 1st. No Pets. Deposit same as first months rent. Credit and references checked. Call Penny Herman Broker/owner at 980-0951 for info.

1429 Milton (google map) (vahoo map)

I clicked the first ad I saw in this particular city and it looks like an ad that matches. It says call Penny Herman, who is the broker and owner of the home above, sounds good.

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These are the kinds of ads that we are looking for in the CPA Cash Kings vol 1. I've naturally began calling these, "Lead Senders".

It is exactly the same for the last two sections underlined in the screenshot on the page above. "Real estate for sale" and "cars+trucks for sale".

No big real estate companies – no car dealerships.

They're are literally thousands upon thousands of "lead senders" for you to contact using this method, no matter how many people got their hands on this course and put it into action, always remember how many cities are in the United States!

I'm in a city that I've never even looked at since I've been doing this method, let's see how many ads are being posted.

Next page

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Sat May 23
Summer Subjet! - $656 / 1br - 2608* - (Call Street, Tallahasses) pic mag-
 Scautiful House Close to FAME & FSU - 5975 / Str - 11006* - (705 Crearway Read) img mag
Beautiful House Close to FAMU & FSU - 5975 / 3br - 11006* - (705 Crosmay Road) img mag
Seminole Grand Agts - 5379 / dbr - 12508* - (FAMU, TCC, FSU) img mag
AVAILABLE AUGUST 2013-BEST LOC - HUGE LUXE 2-BORM BY FSU UNIV CENTER - $500 / 25r - 11008* - (Addrson Drive Pensacola) ric man
 COOL SIG 41 IN SEST NEIGHBORHOOD BY FSUILINIV CTR - $1700 / 4br - 17006* -
AVAILABLE NOW-BEST LOC by STADIUM-HUGE LUXE 2-BDRM BY FSU UNIV CENTER - $750 / 25r - 11008* - (Astenson Drive/Respects) rise man
 BEDROOM AVAILABLE NOW IN CHARMING 3/2 IN BEST CAMPUS NEIGHBORHOOD -
5000 7 Ste - 12008* - (Strate Secet) pic map
Chamning Mild Town Home! Walk to New Whole Foods! - 5995 / Str - 10795* - (1526 Colonial Dilve) nic man.
This floor plan is a beautiful 2 bedroom/2 bath. - $1149 / 10966* - (Tallahassee) img
******Brand New 1 Sedmoon Agartment home, GREAT DEALH*** - 5730 / 1br - 7306* - (Covernor sware mail: ) Inc.
Wait lists now starting - $679 / 6br - 116564 - (University Village) pic map
Mid Town Charmeri - $1155 / 3br - 14256* - (1429 Milton Street) gie mag
3 Sedroom 2 Sath - $766 / Str - 11558* - (Crawfordville) pic
2 Bedroom 2 Bath - $666 / 2br - $656* - (Crawfordville) pic
Cory and Ready to GOI - $656 / Ibr - 7256* - (Near Cap Cir NE & Miccomkee Rd)
Avecenne dealili Sublease a 1 bedroom in a 2/21 - $366 (Poles on Park) man
BEST SECRET IN TALLY| - $399 / 1800# - img
Just Stope From FAMIL' - Img
Timber Ridge Close to FSU and TCC - $1150 / Str - 1346ft* - (1417 Pullen Rd) img
Chamning Worteide 3/2 Near Schoole! - $1055 / For - 1162#* - (2629 Lancell Drive) gir mag
Affordable Dome Style Agartments' - Img
Midtown Agartments! - Img
On the FSU But Route! - Img
Newly Renovated Agartments' - img
Killeam Estates lake home - $1300 / 2br - 1200ft* - (Killeam Estates ) mag
Seminale Grand Ages - $399 / 3br - 11006* - (FAMU, TCC, FSU) img mag
Live in Style at The Point - img
Family Priendly Townhomes - img
Own it or Rent it charlotte - (Thomasville) img
Removated 5/3.5 House W/ 2 Car Garage - Ster - 2000## - (1835 Devea) gic
Fenencola 1962 Great 1/1'sl - pic
2007 Escambia Great 3/21 - pic
5/3.5 House Near FSU - (1405 W. Tharpe Street) pic
Luxurious Family Toyohomes - $1200 img
Renovated 2/1 Off Pentacola and Lipona - 5579 (1561 by Lane) pic
3/3 Luxurious Tovohomes! -
Dovetove Luxury Loft Agartments - Img
Student Housing Solutions! - Img
Clean Modern Samide Townhouse off Park Are. - 5850 / Der - 9366* - (424 Richricov Park
Circle West) pie man
University Gardens! - img
Spaces Are Filling Up Fami Tour Todayi dBed/dBath on FAMU But Routell - $399 / 15006* - [College Club Tounhames] ric
House available in May - $1624 / dbr - (Close to Stadium ) mag
One bedroom One bathroom Yours for a low price - $679 / 1br - 6256* - (University Heights)
Chase's Run 3bd/3ba - 5990 / 3br - 1200#* - (2760 W Tharpe St) mag
Great student housing-great location - $1200 / dbr - 12506* - (Geala Rd) pic mag
University Religious - Come Live In Our World - $369 / 13996* - (Tallahassee, FL) gic
Seminole Grand Agts - $399 / 3br - 11008* - (FAMU, TCC, FSU) img mag
dbr/Sha Timbers townhouse near FSU and TCC - $1250 / dbr - 12006* - (2205 Timberwood Circle 5) ric map
like new town house, fenced inhack yard - $775 / Sbr - 1100ft* - (copper creek )
Amesome in town townhouse with gool - $1100 / Sbr - 150000 - (Satsuma and Maye 32301) pic
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I made the zoom tiny on purpose just to show the amount of ads being posted. This is just a portion of the ads posted in one day.

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So there is an endless stream of lead senders to go after.

Same thing with the auto+trucks for sale section. When it comes to this section, when you click on the link, you'll be able to choose the exact kind of people we are looking for.

3 ways to view car/truck ads:

- ALL CARS & TRUCKS (dealer + by-owner)
- BY-OWNER ONLY (private party, no dealers)
- BY-DEALER ONLY (no private party)

personal safety tips

Of course, BY-OWNER ONLY is the section we are looking for, full of very important people who can change how your CPA account looks very fast.

The car+trucks for sale section is equally as powerful as the homes for rent and homes for sale section. Endless opportunity exists inside of this section and you should pay equal attention to each of the sections we talked about.

No need to screenshot a page of the cars+trucks for sale section, the page I'm looking at right now is full of lead senders for ONE day. And I moved a city over and it's the same exact thing. A shortage of people to contact is the least of anyone's problem.

Now, let's talk about what we're doing with these "lead senders".

three

Earlier we talked about that ad copy, I asked which one was better. Plus, the very first step of this method is to take some time out to study a few copywriting tips and techniques to make ads better.

We contact these lead senders with the intention of striking a deal with them, to pretty much help the sell/rent their house and sell their car.

We help them in a couple ways.

- 1. We look at the ads they are posting and tweak them. Add/remove some stuff, based on what you learned as far as effective ad writing/strong CTA's, etc.
- 2. We offer top quality lead support to lift the workload off of these lead senders. Essentially, we handle all 'interested' individuals via "24/7 email support" and only present qualified applicants to the people looking to rent a house or sell a car qualified applicants based on the requirements you receive from the lead senders.

The kicker in this is we are offering this service absolutely free of charge.

If you are reading this, not feeling good about the word free and think it sounds like a bunch of work to do for free, you can trust, I wouldn't be doing it if it wasn't worth it.

The 'reason' you are offering this service for free: You have been studying copywriting for a while and starting up your own copywriting business.

Since you are new, you are searching for people to help in return for a testimonial, once their house/car is sold/rented.

You want to tell each of these people that you are really interested in helping them out in trade for a testimonial if they feel your services helped them.

Let them know, in your industry, the standard charge rate for these kinds of services are at \$250 and up, but since you're brand spankin' new, you want to build a good reputation first by offering this service free of charge.

This approach has been tested and I used by me every day, they appreciate the honesty and as you'll see many people will be happy to strike that deal.

Finding these lead senders is half the battle of this method, it may be the most time consuming but is the most important as well.

Don't worry, of course you aren't doing all of this for free and not getting paid while doing so.

You see, we make the job sound a lot more complicated and skill-driven than it actually is.

And during the process of handling the customer support side of the ads, you will be getting paid for your time and building a consistent stream of income.

I like to focus on things once at a time, so take a few breaths and take in all of what we've covered so far so that we are on the same page and 100% understanding of the method.

- 1. Make a new email address.
- 2. Sign up for CPA networks.
- 3. Study some copywriting techiniques.
- 4. Look for "lead senders" on Craigslist in the housing section and the cars+trucks section who fit our criteria.

Pretty simple, I would say, ya know?

To reiterate, never give in to the hoax of saturation.

I've been doing this for a long time, and I mean over a year, I haven't even got into half of the states in America.

And I haven't even mentioned the fact that things really bust wide open when you think about the amount of classified ad sites out there.

Craigslist is not the beginning or the end of classified sites and this method will work on every last one of them.

The amount of space to this method has me seemingly moving like a slug as I haven't even gotten to the point where I've had to dip off into other classified sites, the possibilites with this method are literally endless.

Let's talk about the role of your lead senders.

four

Your lead senders ads will be where your traffic comes from. Posting ads on craigslist is tough, especially trying to post outside of your own actual city.

So with this method, we are only contacting people who post ads, so the actual ad posting is up to them, which they have no problem with.

This is an awesome headache to skip over with this method, potentially hundreds of hits to your offer per day off of someone else's ads. This is gold.

Don't think about adding spice to your service by offering to post the ads, that's not what this method is about.

If you try to post your own ads on your own accounts, you will go through hell. If you log in to their accounts, posting ads, you'll put them at risk of losing their account.

Posting ads is their job and their role, not yours.

The average lifespan of these lead senders once you strike a deal with them is anywhere from one week to 30 – 45+ days until the the home is rented out/car is sold.

It's hard to judge a number that will hold steady across the whole U.S. But an average, well written ad for a home for rent/car for sale should bring in an average of 25-50 responses per day.

This will be from one 'lead sender' so if you have 5 lead sender on board, your inbox would look pretty crazy bringing in a fresh 125+ responses.

As discussed, part of our service is top notch email support to replace them putting their phone number on Craigslist, resulting in plenty calls every day from unqualified people. Being so, your email you created for this method will be your support email and will be included in their ad.

So in clarity, these email responses we were talking about are your actual leads, hense calling the ad posters, "lead senders". They're ads will be sending you leads and in your lead support stage, they'll be presented with your CPA offer.

It won't take too long to get 5 lead senders on board and having 125 laser targeted leads in your inbox every day is a hell of a way to get a consistent income stream started. I currently, at this current day have a 11 lead senders who were interested enough in my *free* service to strike the deal with me.

That's 11 people posting ads every day trying to sell their home/car. I've helped them tweak their ad copy and they have my support email in their ad copy as the email to contact if they are interested.

My job from there is to distinguish the interested from the qualified and send the qualified folks over to our 'lead sender'.

Let's go over contacting these lead senders, a simple process.

Contact information is usually posted in these ads, if not you would use the CL email connected to the ad to contact the ad poster.

Contact your qualified lead senders any way you can; phone or email. Both are very simple processes and you'll either get a yes or no and you'd be able to move on very quickly to the next person.

Here is an email script we send out:

"Hello, My name is Ezra. I saw your advertisement for your house for rent and wanted to contact you and see if we could work something out. I have been studying effective copywriting for a while now and recently opened my own copywriting company.

I've learned a lot about making ads read and sell better and I was hoping we could strike a deal. Althought I know a lot about copywriting, my company is still brand new so I wanted to approach you with an offer to help you tweak your ads and handle customer support in return for a written or video testimonial from you after you've rented out your home.

It would greatly help me with social proof and I have no problem assisting you free of charge if you would agree to send me a testimonial if you're happy with the results.

Included in the service: Rewrite/Tweak of current ad copy to improve the chance of a quick sale. Provide top notch, 24/7 inbound email support for people interested in renting your home. This will take a lot of grunt work off your hands and prevent you from having to handle daily phonecalls from unqualified people.

I hope we can work something out! Please email me if you're interested, thank you, I appreciate your time!

Ezra Wyckoff"

If you want to call them instead, simply have this script in front of you base your pitch off of the script, taking breaks to let them respond with the norms, "ok", "alright", "mmhmm", and so on.

Just get this message to them somehow, from here on, they will either be interested in receiving free copywriting and lead support services or they won't be, simple as that.

For the people who are interested in working with you...congrats! You've found a "lead sender"!

What's next? To start up the engine and get rolling!

When you have someone interested in working with you simply have them send their current ad copy to your email, do your thing, throw your sprinkles on it and send it back to them with your lead support email replacing their email or phone number and *bam*.

Also, make sure you have them send over the exact requirements they are looking for in a new tenant; income requirements, length at job, rental history, credit history, etc, etc.

Time to work the magic! They continue on as usual posting their daily ads except something will be different. You're email inbox will be filled with people interested in getting the keys to that house or car.

And so we get to the most important part of it all. Putting everything together, making our cash and sending qualified leads back to your new partners.

Okay, so you're getting emails in your inbox, people interested in getting the keys to your partners home/vehicle. But they are not yet qualified and it's your job to qualify them, to make sure they meet all the requirements your partners are looking for.

You'll be sending each of these interested individuals two emails each, one soft email to get them attentive and another to get things settled. If they are qualified, we send their information over to our partner.

Let's take a look at how it usually works.

You have a new message message in your inbox:

"Hey, My name is Patty Mayo, I saw your ad, really interested in moving in, love the pictures, the place looks great. Please tell me what I need to do!

Thanks,

Patty Mayo"

You reply to their email:

"Hi Patty! We're glad you're interested in moving in! Before I send a few questions over to you, can you let me know how soon you were looking to move?

Thanks,

Ezra"

They'll email you back with their response, "ASAP", "next week", "next month" or whatever have you. Take this down as this is something your partners like to know.

You'll then email them back with the following:

"Hi Patty, Okay great! We're basically looking for someone who will take care of the property and can keep up with the rent.

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Here are the few requirements we're looking for... (List the set of requirements they gave you). We'd just like to make sure you're qualified before going through the process of setting up and viewing and filling out an application.

We're dealing with a number of interested individuals here so we're definitely trying to get this process done with haste. If you could verify that you meet the above requirements, I can get you sent over to set up a viewing.

We also strongly encourage the truly interested applicants to show up to the viewing with a current months credit history file. (if the home advertises 'bad credit ok': Although your actual credit score isn't an issue, it would help us verify your rental history and it would be a good first impression!)

You can pull up your current months report at www.creditfilefree.com and print it out to bring to the viewing. Please send me an email back verifying the above requirements and I will get your information submitted to have someone contact you to set up the viewing. Please also include your contact information.

Thanks,

Ezra"

For everyone who emails back letting you know they meet the requirements you've listed, you send their contact information over to your partner as a qualified lead.

Of course, the above template will have to be slightly tweaked if your lead senders are selling a home or if they are selling a vehicle but that is the general idea behind your quick exchange with interested individuals.

You noticed the link in the template above, which is totally made up by the way, this is where your CPA network comes in. Credit report offers are pretty widely available with almost every CPA network in the financial offers section.

You are simply suggesting for them to produce a current months credit report and giving them a resource to get it done then and there, which will of course be your affiliate link to the credit report offer you find within your CPA network.

Credit report offers payout very generously!

The lowest you would find would be around \$18 per lead, and I've got CR offers with a payout as high as \$32 per lead.

This is huge when it all adds up, and remember talking about the amount of emails you'll be getting per day; people interested in getting those keys...credit report offers flow like water in this situation.

Let's figure we remain modest as far as payout and found a credit report offer paying out \$22 per lead.

Having 5 lead senders on board, posting ads every day, sending you 125+ leads to your inbox each day.

A modest 5 of those 125+ people take your suggestion and fill out the credit report offer to bring to their viewing, that's a quick \$110. This is definitely as modest as it gets with this method.

I'm talking more like at least 15 people out of 125+ interested people bringing you over \$300 per day. Welcome to the possibilities of **CPA Cash Kings v1.**

Get out there and king yourself! Let's wrap it up with a brief step by step review of CPA Cash Kings v1.

- 1. Set up new email.
- 2. Study some effective copywriting techniques.
- 3. Contact people posting ads on CL renting/selling homes & selling cars.
- 4. Offer free copywriting/support service in exchange for testimonial.
- 5. Send 2-part email sequence to interested individuals.
- 6. Cash in.
- 7. Send qualified folks contact information over to your partners.
- 8. REPEAT!

Friendly last tip: *Mozilla Thunderbird* would make your life easier with handling emails if you do not have any Virtual Assistants on board to help you with emails.

That's really all you need guys and girls, now just get out there and take massive action and most important of all, make a COMMITMENT to being CONSISTENT!

Email me at wyckmarketing@gmail.com for any support related questions/comments/concerns/suggestions, etc!