

*Welcome inside the one and only...*

# HERO CPA

BY: EZRA WYCKOFF  
WYCK MARKETING

## **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

I'm Ezra!

Today I am going to be going over a very simple formula responsible for a piece of my ongoing CPA Marketing income.

This method started out making a **consistent \$50+ each day** for me and I've been able to scale it up since then to some pretty satisfactory numbers.

This method only requires a bit of patience and consistency.

I made my first money with this method on the **SECOND** day trying it, it was only a few dollars but the quick turn around showed me the possibilities of the method being something that can be consistent.

I set aside 30 minutes every day to run this little formula and within a few days I was pulling in an average of **\$50 every single day from those 30 minutes of super simple 'work'**.

I was already making money with CPA around the time I began implenting this method but that certainly doesn't mean you have to be making money to get started. The main **HERO CPA** formula pulls in free traffic to a number of offers.

I'm excited for you guys to see some commission rolling into your CPA accounts, so I'm not going to have a long drawn out introduction. That is the history behind the method, **now let's talk about WHAT to do.**

## One

This method promotes a couple of different offers at the same time allowing you to widen your chance of picking up commission from your leads.

**I promote a total of 3 CPA offers at once.**

Sometimes they all get completed by a lead, sometimes only one will get completed – sometimes none, of course.

I've tested this out a lot and it **really helps increase the amount of money you can make from one 'impression'**.

The basic idea behind this formula is simple: **Give something away for free to people who would benefit and include your own affiliate links as the resources.**

Most definitely not a groundbreaking method, this basic formula has been around for a long time and has proven itself to work over and over again as long as you know what you're doing.

It's a fact that people **don't mind taking stuff for free**, especially if it is aligned with a current issue or problem they are having.

Considering this fact, once someone gets something for free, **their sales-guard is naturally and completely dropped.**

Once you have someone in this place(guard dropped), it's VERY easy to profit with CPA offers as the majority of CPA offers don't even require a sale for you to get paid.

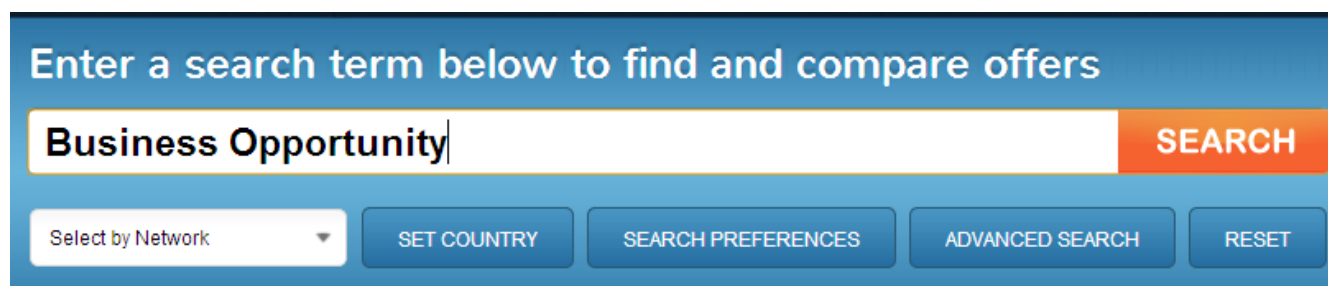
Everything from this point is much more natural. We will be promoting biz opp offers for this method.

Look around your CPA network(s) and scan the offers they have available in the biz opp category that only require a **short/first-page lead**.

It's definitely best to have a number of CPA networks on your side here so you can have a good number of choices.

Like mentioned earlier, you will be promoting **3 different offers** at the same time, they will all these same kinds of biz opp offers.

You can have a look at **offervault.com** to find a list of all of the CPA networks that host shortform biz opp offers.




Enter a search term below to find and compare offers

**Business Opportunity** **SEARCH**

Select by Network

Once you get on the search results page, click on the **PAYOUT** button to filter the results in a way that will give you the short form biz opp CPA offers first.

▶ OFFER NAME	▲ <u>PAYOUT</u>	▶ TYPE	▶ CATEGORY	▶ NETWORK
 Customer leads for trading247.com Sponsored Listing	\$ 7.50	Lead	Business Opportunity, Lead Gen, Mobile	Trading247.com

A good payout to stick with for these offers will be anywhere from **\$1.30 - \$5.00 and sometimes more**.

These offers payout on the first page along with the submission of a leads information.

Here is a quick screenshot I grabbed near page 7 of (a whole lot of pages) that show a number of good offers.

	Max Profit Academy LP 2	\$ 2.25	Lead	Business Opportunity, Lead Gen, Shopping/ecommerce	NDemand Affiliates
	OpinionOutpost	\$ 2.25	Lead	Business Opportunity, Email / Zip Submit, Shopping/ecommerce	PeerFly
	Online Job Applications (US)	\$ 2.25	Lead	Business Opportunity, Financial, Mobile	Profit Kings Media
	Assistance For Unemployed	\$ 2.25	Lead	Business Opportunity, Email / Zip Submit	Click Rover Premium Ad Network
	TrackSmart - Free Basic Account (Registration)	\$ 2.25	Lead	Business Opportunity, Freebie, Shopping/ecommerce	PointClickTrack
	ShoppingJobs.com DOI	\$ 2.25	Lead	Business Opportunity, Freebie, Shopping/ecommerce	PeerFly
	Panda research - DOI	\$ 2.25	Lead	Business Opportunity, Freebie, Shopping/ecommerce	PeerFly
	My Home Business Match (US,CA)	\$ 2.25	Lead	Business Opportunity, Email / Zip Submit, Freebie	InAds Invite Network
	Work From Home & Get Paid (US,CA)	\$ 2.25	Lead	Business Opportunity, Email / Zip Submit, Shopping/ecommerce	InAds Invite Network

This is just to show the amount of offers that is available out there, and **this is just a sliver of the offers listed on offervault.com.**

Check it out for yourself and you will find pages and pages of offers.

We just want three. Three good offers to promote. These don't have to be in the same CPA network either, remember that as well.

**It's not a bad thing to spread your earnings across multiple networks!**

Do your research and find you 3 good business opportunity short form CPA offers to promote.

Once you find them, you will need a way to forward your traffic to each of your offers. You can either purchase three different .COM domains and forward each of them to your offers or create subdomains off of one domain.

*(TIP: GoDaddy always has some great specials going on, I manage to get .COM domains for as low as \$1 most of the time. In fact, at the time of me writing this guide, you can use the promotional code, "FB99COM" for a \$1.17 .COM domain, give it a try, if it doesn't work any more ,just research! You should be able to find something!)*

Your domain name should be something along the lines of winning something, just put your thinking cap on and go see what's available. An example; [www.theprizetank.com](http://www.theprizetank.com)...that's a good example I just made up on the spot.

Just checked and theprizetank.com is available. Let's see if any of you grab that good domain!

## two

Now you should have your domains prepared and three biz opp offers to promote.

You can simply forward your domains to each affiliate link for each CPA biz opp offer.

The offers we are promoting pay out after the **first page submit**, majority of the time. Your leads only have to fill out a few lines of information about themselves for you to get paid.

Let's say you are promoting an offer paying out \$2.50 per lead.

**How hard does it sound to get 20 people to fill out a few lines of information every day?**

If it sounds hard, it really isn't!

Throw in the fact that these people aren't just random folks, **these are people that can greatly benefit from what we have to offer them.**

Let's take a look at a landing page from one of these biz opp offers.





Testers Needed To Review Products And Services For Cash And Rewards.

## Get Paid To Review Products

Join the finest minds in consumer research and change the world one product at a time.

Share your unique opinion and get paid for it! [Participation required.](#)



Sign up - IT'S FREE!

EARN  
**\$5-\$75**  
Per Survey

Name

Email

Yes, I have read and agree to the [Privacy Policy](#), [Terms and Conditions](#).

Continue

### Current Surveys

- Auto Insurance Offer Earn- \$2.25
- Credit Card Survey Earn- \$45.00
- Facebook Survey Earn- \$1.00

- Receive Up To \$75 Per Survey Completed.
- Receive \$3 Bonus For Every Signup.
- Choose To Keep The Products You Evaluate.
- Refer Your Friends And Family And Receive Additional Rewards.

### Real Testimonials From Real People:

- Panda research is awesome!! Join today! Earn some extra cash-- taking surveys! - **Natalie (Las Vegas, NV)**

This panda research offer is popular in the networks.

They have a few different variations of the offer floating around.

This is a one page submit offer, it only pays \$1.60 but as you can see it is very

**simple and easy to turn into conversions if you have your cards set up right.**

I've promoted this same offer before and have seen the payout as high as \$3.10 per first page submit.

The only difference was the lead had to confirm their email for the lead to fire.

Also remember, higher payout doesn't always mean it's the best offer to choose!!!

Good example, **here is a shot at a standard day with just one of the many CPA networks I run this biz opp traffic through.**

29	10.98%	\$0.14	\$37.70
3	1.38%	\$0.05	\$11.25
2	1.36%	\$0.03	\$5.00

This was from a normal day of doing this formula for no longer than 30 minutes and as you can see, with this particular network, the lower paying offer sent me the most money for that day.

Like I said in the salespage, this formula is built off of a design that can nearly guarantee **even the novice CPA'er can pull in \$50/day without much work but the possibilities are endless.**

I had **6 different CPA networks** seeing the same or better results as the shot above on the very same day.

Although, it ALL starts with that first milestone of \$50/day on a consistent basis before you hit \$300+/day on a consistent basis(in most cases!).

You will basically be helping your traffic learn about the whole IM business opportunity and sort of slide our 3 CPA offers into the mix as suggestions to look at for more information.

It will be a very natural process which will help you see some really good conversion rates. And as mentioned, it is all a win/win so everyone will walk away from this experience satisfied, which is always a great thing!

Now, how is this all going to happen?

### three

You want this process to be as hands off as possible, and depending on your own resources this whole thing can be **100% hands off**.

One of the cool things that I like about this method is **the simplicity** it takes to profit and the fact that I don't have to sit in front of the computer for hours.

**All you want to do here is educate your traffic.**

Do it for free via some sort of guide about anything Internet Marketing related...**ANYTHING!!!**

When I say *anything*, I really mean it.

If it has anything to do with Internet Marketing, all you need is a simple guide to give away to people that teaches some basic information.

**The purpose of this guide is to simple break down the natural guard your traffic will have up.**

That's why it really doesn't matter what you write the guide about as long as it's to do with IM.

Again, once this guard is pulled down, **your CPA offers will be looked at with much more treasure** than advertising to someone who has their guard up.

So the guide is pretty much a very effective way to turn any of your cold traffic into warm traffic, raising your conversions and putting more leads into your CPA accounts.

There's a number of different options at this point.

Write up your own quick “internet marketing” related guide using the knowledge that you've picked up since you started this business.

**Or you can just work smarter and find a decent PLR report you can use.**

With a PLR report in the MMO niche, you can simple edit in your own name/business and **place in your affiliate links wherever you want.**

You can get a PLR report on whatever; Ebay, Craigslist, CPA, Amazon, Article Marketing, Offline Marketing...you name it.

There are plenty of these being sold on the Warrior Forum, just use the search function and I'm sure you will be able to find something.

Another option of course would be to grab the [upgrade offer](#) to this **HERO CPA** course which includes advanced tips on this method and a PLR report that I wrote for you guys to use!

Once you have your PLR report ready to be edited, you simple find a place in the guide to **naturally bring up your biz opp CPA offers and then forward them to sign up for these offers.**

Somewhere in the report you should break the original content and put something along the lines of this:

**It would be super helpful for you to align yourself with the right information and the right people to put yourself in the best position to actually start making money from home.**

**Always try to look for new things to learn about making money online, but be careful where you look, there is a lot of false information and scams out there that won't do anything but impede on your progress.**

There are thousands of people earning a good living from home and the key to joining them is being around them and learning the same information that made it happen for them.

Here are three people I highly suggest you study, they all have great information that will help you find your own breakthrough. Just check it out for yourself:

1. [www.BizOppAffLink1.com](http://www.BizOppAffLink1.com)
2. [www.BizOppAffLink2.com](http://www.BizOppAffLink2.com)
3. [www.BizOppAffLink3.com](http://www.BizOppAffLink3.com)

You will be able to learn something from each of them that will greatly benefit you your goal to become independent and work from home!

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And you continue on with the original PLR content in the normal flow the guide was going.

In a lot of cases your leads will stop reading the content and **go check those offers out right then and there.**

Giving your “top 3” resources for them to check out flows perfectly and you greatly adds the chance of pulling in a higher payout from one person who's reading your guide.

To try and put this into a bit clearer perspective, **imagine you being a complete newbie to Internet Marketing.**

Your first day looking around, you found and downloaded a totally FREE guide titled, “*\$100 Per Day Playing Around On Amazon*”.

And in the guide, along with some info about Amazon marketing it had 3 links

to more useful information that will help you get to success in this Internet Marketing business.

At this point, your guard is probably non-existent, so ask yourself, would you go check out the offers and fill in your name and email? **If not, can you honestly say one of the next few people who read that guide wont?**

Put this free guide in front of a good enough amount of people, \$50 will willingly be sitting there waiting for you each and every day.

So no one is getting lost here, this thing is simple:

1. Find 3 biz opp CPA offers to promote.
2. Get a domain for each of your offers.
3. Find a good PLR report in the MMO niche.
4. Edit the report with your name and naturally work your 3 affiliate links into the content.
5. Get your guide in front of as many people as you can who may be interested in the MMO niche.

Very simple stuff here, now let's move to the last chapter and talk a bit about putting your guide in people's hands so you can start collecting commission!

## four

Only thing left to worry about now is getting your newly edited MMO guide into as many hands as possible who may be interested in reading it.

There are COUNTLESS ways to do so, this formula itself is VERY powerful and almost any traffic generation method can work as long as you push the FREE hard! FREE guide on working from home and making money online; **FREE! FREE! FREE! FREE!**

As I have already said too many times, once someone gets something for free, their guard is usually dropped to a very low level, giving you the absolute best opportunity to present CPA offers.

You will be targeting people who mostly know exactly NOTHING about Internet Marketing, **many of which won't even know it's POSSIBLE to make money from the Internet.**

We've all been there before!

I guarantee if you are reading this product right now, you know more about Internet Marketing than 99% of the people you will be putting your offers in front of.

So what am I going to talk about in this guide about getting traffic? Well, a place where you will have a constant stream of **HUNDREDS and HUNDREDS of potential leads every single day.**

Huh? Where? Well, **my baby Craigslist.com of course!**

Hundreds and hundreds of fresh, ripe leads post ads on Craigslist every minute of every day.



These people ARE interested in anything that can result in them making more money and you will conveniently be **GIVING them an opportunity to OPEN THEIR EYES to this huge IM world.**

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All the way at the bottom of the Craigslist homepage, RESUMES is a section that

is HIGHLY under-rated and under-used by a lot of CPA Marketers. It's just too easy; like a roledex of leads posting ads up THEMSELVES every single day.

[CL](#) > [memphis](#) > [resume](#)

resumes

search for:  in:    title    
  has image

[list view](#)

[pic view](#)

[grid view](#)

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**Thu Apr 18**

[Cleaning/Painting - \(Memphis\)](#) [resumes / job wanted](#)

[Looking for offices and homes to clean - \(Memphis and surrounding areas\)](#) [resumes / job wanted](#)

[Handyman - Painter - General Labor - \(Walls, Horn Lake, Southaven MS\)](#) [resumes / job wanted](#)

[NEED HELP MOVING? - \(MEMPHIS Miss/Arkansas\)](#) [resumes / job wanted](#)

[I can do Anything... Let me work for You!! - \(Memphis and WestMemphis\)](#) [pic resumes / job wanted](#)

[Really in need of a Job - \(Memphis,TN\)](#) [pic resumes / job wanted](#)

[25 Years Experienced Skilled Contractor - \(Cordova, TN\)](#) [pic resumes / job wanted](#)

[Retail Sales/CareGiver Experience - \(Memphis, TN\)](#) [pic resumes / job wanted](#)

[Just a job - \(Mem, MS, AR\)](#) [resumes / job wanted](#)

[Plumber & Ac Helper - \(Atoka\)](#) [resumes / job wanted](#)

[Job Cost Bookkeeper Available - \(Memphis\)](#) [resumes / job wanted](#)

[WE WILL WORK - \(MEMPHIS\)](#) [resumes / job wanted](#)

[Will work any general labor job - \(memphis\)](#) [resumes / job wanted](#)

[Looking to grow with a company - \(Memphis\)](#) [resumes / job wanted](#)

Quick screenshot I grabbed in a random city that I've never went into before and there are a bunch of leads sitting here.

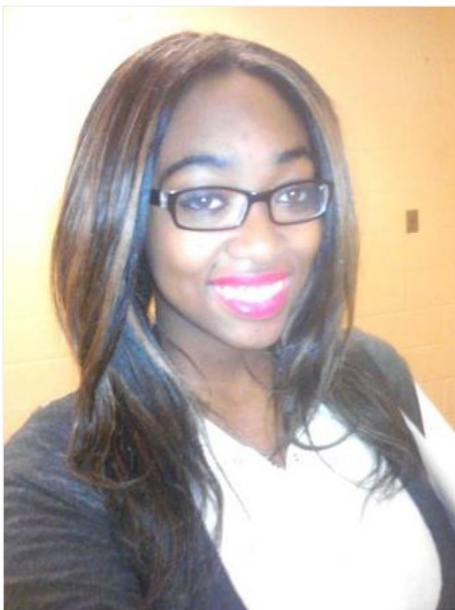
**Understand, these are PERFECT leads for the HERO CPA formula** as these people are mostly just looking for something to make some extra cash.

We are not offering anything that is going to make them whip their credit cards out so the conversions happen naturally as you will soon see.

Nothing is complicated about this at all, you simple offer them your FREE book and keep it moving, who's not going to take a free book that could help them make money?

Take a look at this screenshot below of an ad I clicked on from the list above.

**really in need of a job (Memphis, TN)**



I am a student just graduating from high school on May 19 and I am in need of a part time, full time job, or Summer Employment. I'm Really good with people and Im very honest, dependable, hard working, and sociable. I can answer phone calls,take messages, set appointments, and organize any documents. If you want to contact me, contact me at [REDACTED] call or text me. Im also computer literate and i know how to use access,powerpoint, publisher and word.

A lot of the ads you will find will have a cell phone number in the ad like the young lady included above.

Ads with cell numbers are really high converters, any initial contact being a text message first will BOOST conversion rates to the sky!

I suggest setting up a new **Google Voice number** for the purpose of texting people who include their cell number in their 'resume' ad.

This would be the first preferred method of contact. Next would be their email address.

When you text these leads you just want to send a very simple message, pretty much setting them up to read your guide:

**“Hi, I'm Ezra, saw your ad on Craigslist about needing extra work. I'm training people to work from their home, I have a free e-book I want to send to you to see if you're interested! What email can I send it to?”**

Most people will simply text back with their personal email address and then you simple email them with your **MMO guide included in the attachments telling them to give it a good read.**

It's also a good option for your **Google voice number area code** to be within the state of the leads you are contacting.

So it doesn't necessarily have to have the same area code as the city they live in, but as long as it is in the same state, **most people will recognize it.**

Again, this is just optional but I think it slightly helps the chance people respond back to your text.

I didn't start paying attention to this for a few months so it's definitely not a requirement to make money with this formula at all.

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Just wanted to add that extra tip in for anyone who wants to take a small extra step.

Once you have text messages sitting in your Google voice inbox with personal email address, simply start emailing them your guide along with another short note:

**Hi, This is Ezra who texted you! I've attached the e-book for you to read through, it's not a long read at all but it has some really cool info about working from home and using the Internet to make money. This is the same stuff that I am into myself, just give it a good read and you can email me back if you have any questions!**

**Thanks**

**Ezra**

And you keep it moving.

If their ad didn't have a phone number and you had to resort to emailing first, the above email is pretty much the same email I send, with a couple obvious changes.

Most people don't respond, I personally try and help anyone who actually does respond with any questions as they are usually extra basic internet marketing questions that are second nature to most of us.

Just contact as many of these people as your time permits each day and you will see money rolling into your account like clock work.

A virtual assistant(s) or outsourcer would be grand with this HERO CPA formula taking the work off of your hands!!!

There is a very simple formula anyone can put to work NOW to get some cash rolling into their account. Remember, don't over complicate any of this!

1. Find 3 biz opp CPA offers to promote.
2. Get domains for them and forward each domain to each offer.
3. Find PLR rights to a decent, newbie friendly MMO course.
4. Edit the course with your information and work your list of 3 biz opp CPA offers into the content.
5. Contact people posting in Resumes section of Craigslist via text message/email and send them your free guide.
6. Profit, Rinse, Repeat.

**If you need any further help or have questions, comments, concerns, suggestions or anything of the SUPPORT nature, please email [WYCKMARKETING@GMAIL.COM](mailto:WYCKMARKETING@GMAIL.COM). These support related inquiries should not be posted in the sales thread!**

**Thanks!**

**Good luck and God bless,**

**– Ezra**