



## ***Zero-Friction Marketing***

If you have been paying attention to the Internet marketing gurus over the past year, you know that anything related to CPA marketing has been white-hot. Unfortunately, most of the information out there convinces people that they can only make a profit by becoming a Google Adwords super-affiliate or a world-class SEO expert. It's like an inexperienced mountain climber thinking they can only be successful by climbing Everest.

The truth is, there are other mountains out there, and many more routes to the top of the world than most people realize. The Zero-Friction Marketing course goes in-depth on often-overlooked strategies that have allowed super-affiliates to take CPA marketing to a level most marketers only dream about.

Rather than focusing only Google as so many courses do, Zero-Friction Marketing gets beginners to profitability faster by debunking some common myths about affiliate marketing, such as:

**1. MSN is a waste of time – stick with Google Adwords**

Wrong! The MSN search engine (now called Bing) is a cash cow for PPC – if you know the right way to go about it. Zero-Friction marketing proves that even though Bing may have less traffic, that traffic can convert better than anything Google and Yahoo affiliates are used to, at lower cost.

**2. Media buys are only for big corporations**

Wrong again! Many people have never even heard of media buys, or if they have, they think it's a strategy only companies with deep pockets can afford. In fact, the course shows how even beginners with a fast-food budget can get Michelin-star results by buying advertising space on websites. Not only that, we demonstrate how successful affiliates take media buys to the next level and get massive traffic, at prices so low it would make most PPC affiliates cry.

**3. For social network advertising, concentrate on Facebook**

That's zero for three...In fact, we find MySpace much more profitable – remember MySpace? Zero-Friction marketing shows why advertising on MySpace can be a cost-effective and extremely profitable way to target offers.

The hard truth is that CPA marketing is becoming more and more competitive, and while 'saturated' is a harsh word, we feel people are definitely ready for a course with a fresh approach that doesn't just rehash the basics. The advanced methods we teach are far from saturated – in fact, even many successful marketers are unaware of them – so our students get the chance to “get in on the ground floor” and start making money faster and more easily, with less frustration.

When we put the Zero-Friction Marketing course together, we were intent on coming up with a product that left none of the crucial details out and encourages buyers to take action. With that in mind, ZFM is designed to get information across clearly and leave customers feeling they have what they need to hit the ground running.

For beginners, Zero-Friction marketing also offers the kind of roadmap to CPA offers many experienced affiliates probably wish they had when they started out – What are the different types of CPA offers? Which kinds work best for different promotion methods? – but gets to the point without the many pages of fluff found in other CPA marketing guides.

We're not aiming for information overload – no 1,000 hours of video and two years of webinars – just a clear, complete plan for CPA marketing domination that includes both detailed PDFs and accompanying video walkthroughs of the techniques.

Zero-Friction Marketing is broken down into three modules and one bonus module, exploring the methods and techniques we use every day in our successful affiliate marketing businesses. And we don't just go over the theory – the Zero-Friction Marketing videos give a “behind the scenes” all-access tour of our most profitable techniques in action as we login to CPA networks and find offers, and build real, profitable CPA campaigns.

## ***Zero-Friction Marketing Cheat Sheet***

Just to give you an idea of just how thorough the Zero-Friction Marketing system is, below is a stripped-down “Cliffs Notes” version that outlines the course from start to finish.

### **Module 1: “The Underground CPA Files”**

#### **Why CPA Marketing?**

It never hurts to take a step back and ask the question, “Why are we doing this?” We provide a clear explanation of why concentrating on promoting traditional commission-based affiliate offers can be frustrating and expensive, and why CPA is such a great alternative, especially in a down economy.

## **Getting Accepted Into CPA Networks**

How to get accepted into CPA networks is one of the top questions beginners ask. The networks are only getting more selective as CPA becomes more popular and well-known, so for some customers having a step-by-step guide that goes into detail on *what to put down in each field on the application form* is probably worth the cost of the course in itself. We also provide a short list of the CPA networks we personally use.

## **Different Types of CPA Offers**

Any experienced CPA marketer knows that CPA offers are not one-size-fits-all, but for beginners sorting through long lists of offers can be intimidating. To cut through the confusion, we offer a detailed breakdown of the eight different types of offers and the advantages and disadvantages of each:

- ZIP submits
- E-mail submits
- Long forms
- Short forms
- Free trials
- Downloads
- PIN submits

We also provide screenshots with examples of each type of offer and typical payout amounts.

## **Picking Offers**

We go in-depth on how to pick winning offers out of the pile, immediately improving the odds of success. We explain the often-misunderstood concept of “EPC” – what it is and how to use it – and we break down our winning strategy for judging **landing page quality** to determine which are going to convert the best, including how to spot landing pages that customers will find believable and trustworthy enough to take the next step rather than hitting the “back” button (hint: you can’t just take what visitors wanted from a landing page in 2007 and expect to be successful in 2009).

We also go through test cases and evaluate real CPA landing pages to demonstrate how easy it is to use our unique “checklist” to separate the winners from the losers.

## **Driving Traffic: Different Types of PPC Promotions**

Direct-linking to CPA offers vs. using a “presell” page.

## **Setting up Hosting, Choosing Domains, and Using FTP**

Too often, beginners get excited about a new affiliate marketing technique and want to jump right in, but then get snagged by “techie” headaches like finding a good Web host, how to find a good

domain name that hasn't already been registered, what "nameservers" and "add-on domains" are and how to use them, or how to use FTP software.

We make sure that customers can get right to the "good stuff" by laying out a no-fluff, step-by-step guide to buying a domain, setting up hosting, using FTP – and how to save money in the process.

## **Presell Pages**

There's more than one way to make a presell page, and we demonstrate how to put together two different and very effective types: an authority review page and a "story blog," both of which work well for CPA offers. We discuss when to use each type of presell page, plus examples of our own successful presell pages.

## **Websites**

Another common concern among beginners is how to put together a website without having to learn HTML or pay hundreds of dollars for a WYSIWYG editor like Dreamweaver. We show how easy it is to put together a nice-looking HTML web page with free software.

## **Blogs & Installing Wordpress**

Wordpress blogs work great, but figuring out how to install Wordpress correctly with all the right plugins and settings can be a frustrating learning curve. With that in mind, we offer a paint-by-numbers guide to getting Wordpress up and running like the well-oiled machine it should be.

## **Advertising with MSN/Bing**

Bing has long been the most profitable search engine for us, especially when used to promote CPA offers. There are a lot of misconceptions about Bing – many affiliates would just assume that a search engine that gets less than 10% of search traffic isn't worth their time – but we give a crash course on how we use Bing's 465 million visitors per month to pull down serious profits.

### **MSN.com/Bing**

The MSN/Bing portal, and why it's the smartest choice for CPA marketers.

## **Advertising on Bing**

How affiliates can use Microsoft adCenter to cut costs per click in half (or more) and direct-link without worrying about Google's 'one advertiser per URL' rule.

## **Signing up for your adCenter Account**

How to set up your adCenter account the right way from the start – complete with screenshots – and make sure your account gets approved quickly.

## **Creating Campaigns and Ad Groups**

There are two different approaches for setting up your ad groups in adCenter – we go over both methods with detailed walk-throughs to ensure that new advertisers get their accounts well-organized from the beginning.

## **Writing Killer Ad Copy**

One of the pitfalls faced by new PPC affiliates is the challenge of writing good ad copy – get it wrong, and click-through rates will be poor, cost per click will be higher, and conversions will fall. Zero-Friction Marketing teaches important, but often-overlooked concepts like:

- How to use “action words” to attract clicks

- How to use CPA offer landing pages as “cheat sheets” to construct a winning ad
- How to split-test ads in adCenter to ensure your best ad copy gets displayed

## **Choosing Keywords**

Keywords are one of the main ingredients when setting up PPC campaigns, but too often it’s a sticking point for affiliates unsure of which keyword tool to buy, how to find keywords that will lead to sales, and which “match types” to choose in order to avoid wasting money. We teach a special technique that avoids the high-priced paid keyword tools and maximizes high-traffic, high-converting keywords.

## **Keyword Match Options**

Just like Adwords, adCenter gives you the option of targeting “broad match,” “phrase match,” and “exact match” keywords. Which options to choose is a crucial decision for maximizing ROI and keeping tire-kicker clicks to a minimum. We go through a real-world keyword brainstorming session to demonstrate how to do this the right way.

## **Dynamic Text**

In adCenter, there are a number of options for including {dynamic text} in PPC ads, and we go over how to use them properly.

## **Content Network**

Microsoft adCenter gives you the option to advertise on “search” listings, and also on content-based web pages owned by Microsoft and participating advertising partners.

## **Advanced – Tracking with SubIDs**

Tracking is one of the secrets that separates super-affiliates from the rest of the pack, yet most PPC advertisers are unaware of what SubIDs are, much less how to use them properly. We go over two completely free SubID tracking methods that allow tracking of adCenter campaigns down to the keyword level.

## **Media Buys**

### **Media Buys Intro**

Media buys, which involve purchasing banner ad space on websites, blogs and forums, can be extremely lucrative, but like any other method you need to know what you are doing before you jump in – the course provides an in-depth crash course in media buy strategies that covers how to target offers, which types of CPA offers work best for banners, and how to get started with a small budget.

## **Targeting your Audience**

Success with media buys depends on knowing something about the audiences you are targeting on particular websites: How old are they? Are they male or female? What are they interested in? We show how this information can be gotten quickly and for free.

## **Banner Positioning and Dimensions**

Banners come in a variety of sizes, and most websites offer a number of different page placements. Which of these options – top or bottom, left or right, square or rectangular, small or large – works best? We demonstrate how to evaluate where what types of banners and placements are likely to generate the biggest profits.

## **Adbrite Exposed**

On Adbrite, you can outbid other advertisers for banner placements, and they offer two different payment methods – PPC and CPM. Many people don't use Adbrite the right way, and end up getting tons of clicks with very few if any conversions, but we go over how to get the most out of the service without losing your shirt.

## **Other Banner Networks**

We also go over a number of other lesser-known networks that allow affiliates to buy banner space everywhere from major web portals to niche blogs. Until now, most of these have been known only to a select few super-affiliates who have been quietly milking

them for mind-boggling traffic (we're talking millions of impressions per month) and hoping no one would notice. We go over each of these networks in detail and explain how to maximize profits.

We also explain our proprietary **covert media buying method** that allows affiliates to "cut out the middle man," start buying quality banner space for literally pocket change and cash in to the tune of thousands per month from the CPA networks – this is completely "white hat," but almost no one is using this method.

### **Bonus Module: Advertising with MySpace**

There are many social networking sites out there, but their advertising policies vary – Facebook, for example, is known for being extremely finicky about the kinds of ads they will accept. MySpace, on the other hand, is advertiser-friendly and has a very easy-to-use PPC system that allows affiliates to purchase banner space and start with a budget as small as \$5 per day.

Even though we have been having a high level of success advertising on MySpace, we estimate that 98% of marketers don't even know MySpace has its own advertising platform, and even many of the remaining 2% don't know how to turn MySpace into a CPA cash machine.

In this special bonus module, we cover the details of how to make MySpace work for CPA, including:

- Picking CPA offers that work with MySpace
- Targeting your audience effectively
- Setting up your MySpace PPC account, and setting up MySpace PPC campaigns the right way
- Tracking click-throughs and profits

**Here is the whole system overview chart.**



**REMEMBER ZERO FRICTION MARKETING GOES LIVE  
TOMORROW TUESDAY 28TH JULY 2009 AT 12 NOON EST:  
DONT MISS OUT**