

# Introduction

In this report I'm going to show you how I take CPA marketing and add on a local twist to get some big profits with a lot less competition.

Before we get into things, I'd like to give you a brief background on who I am and how I got started.

My name is Paul James and I've been doing internet marketing full time for the past 4 years.

I saw some of my first big successes with CPA marketing. Here are some deposits from a couple of my successful CPA campaigns back when I was first starting. I went back as far as I could to 2011.

2011/10/09	Earned	\$1,428.00	\$1,428.00	Commissions from 2011/10/2 to 2011/10/8
2011/10/12	Payment	(\$1,428.00)	\$0.00	Payment made via ACH
2011/10/16	Earned	\$784.00	\$784.00	Commissions from 2011/10/9 to 2011/10/15
2011/10/19	Payment	(\$784.00)	\$0.00	Payment made via ACH
2011/10/23	Earned	\$1,233.10	\$1,233.10	Commissions from 2011/10/16 to 2011/10/22
2011/10/26	Payment	(\$1,233.10)	\$0.00	Payment made via ACH
2011/10/30	Earned	\$1,008.00	\$1,008.00	Commissions from 2011/10/23 to 2011/10/29
2011/11/02	Payment	(\$1,008.00)	\$0.00	Payment made via ACH
2011/11/06	Earned	\$478.40	\$478.40	Commissions from 2011/10/30 to 2011/11/5
2011/11/09	Payment	(\$478.40)	\$0.00	Payment made via ACH
2011/11/13	Earned	\$728.00	\$728.00	Commissions from 2011/11/6 to 2011/11/12
2011/11/16	Payment	(\$728.00)	\$0.00	Payment made via ACH
2011/11/20	Earned	\$616.00	\$616.00	Commissions from 2011/11/13 to 2011/11/19
2011/11/23	Payment	(\$616.00)	\$0.00	Payment made via ACH
2011/11/27	Earned	\$1,198.00	\$1,198.00	Commissions from 2011/11/20 to 2011/11/26
2011/11/30	Earned	\$16.22	\$1,214.22	Downtime compensation for 2011/11/29
2011/11/30	Payment	(\$1,214.22)	\$0.00	Payment made via ACH
2011/12/04	Earned	\$1,428.00	\$1,428.00	Commissions from 2011/11/27 to 2011/12/3
2011/12/07	Payment	(\$1,428.00)	\$0.00	Payment made via ACH
2011/12/11	Earned	\$672.00	\$672.00	Commissions from 2011/12/4 to 2011/12/10
2011/12/12	Earned	\$40.50	\$712.50	Downtime compensation for 2011/12/11
2011/12/14	Payment	(\$712.50)	\$0.00	Payment made via ACH
2011/12/18	Earned	\$728.00	\$728.00	Commissions from 2011/12/11 to 2011/12/17
2011/12/21	Payment	(\$728.00)	\$0.00	Payment made via ACH
2011/12/25	Earned	\$422.00	\$422.00	Commissions from 2011/12/18 to 2011/12/24
2011/12/28	Payment	(\$422.00)	\$0.00	Payment made via ACH

The point is I did numbers like this just starting out and with a little guidance I think you could too. (No promises, but if you get creative this is what's possible)

# Why Local?

In addition to running CPA campaigns I was also doing local marketing. Basically my job is to help business owners get more business by making their company more visible online.

Because I was doing this at the same time as CPA marketing I started to think about different ways I could merge some of the ideas together to increase revenue for myself.

In addition to increasing revenue, I decreased the competition because while everyone else was buying advertising and pop-ups...

I was cashing in with FREE local traffic.

Think of it this way.

The main difference in this method of driving traffic is **you're going to do it in your local area.**

You still make money off of CPA offers, only **you drive traffic to them offline.**

## Getting Started

It all starts by picking out an offer.

You're going to want to find one that you think you can leverage via offline traffic.

I typically start off looking for offers on [www.offervault.com](http://www.offervault.com)

This site is great, because it shows all of the networks offers so that you don't have to go individually into each network and search.

Here's an example of an offer I think could do well with offline traffic in my area:

## Freester Walmart Coupon

### Description

By filling out 2nd page submit users can claim shopping vouchers to Walmart, Target, Best Buy, a local Grocery Store or a mix of places.

CPS - Converts on 2nd page Credit Card submit for a \$1.00 handling fee charge.

100 lead starting cap/day per new publisher

please note that LP rotates through several themes.

### Offer Details

Category : Coupons, Debt and Credit, Shopping/ecommerce

Lead (\$) : \$ 6.00

Last Updated : 23 Aug 2014

In this example the visitor will get a \$25 gift card to Walmart for completing the form.

I get \$6 every time I get someone to fill out the form.

So here's how I get heaps of visitors to this form OFFLINE.

Luck may have it that I just happen to live by a Walmart that gets THOUSANDS of shoppers everyday. There's also at least 10 other Walmart's within a 20 mile radius of me.

So what I might do for an offer like this is print up a bunch of ¼ page flyers with in Microsoft Word and place them under the windshield wiper blades of the cars in Walmart's parking lot.

You think people shopping at Walmart might be interested in getting a \$25 gift card?

You know it!

Your flyer might say something like:

*"You picked a great time to shop at Walmart!*

*We just awarded every car in the parking lot with a \$25 gift card.*

*Go here now to claim your gift: (then list a domain here and redirect it to your offer)"*

No this is just to get your creative juices flowing.

This type of thing can scale really far and there's plenty of store offers or even grocery coupon offers where you could target many other store parking lots.

# Targeting Other Populated Area's

Now you don't just have to find an offer that's specified towards a specific store and target that store like I just did above.

You can definitely go broader and still have great success.

Here's a great example of a broad offer:

## Win a MacBook Air Laptop [SG] [Share](#)

### Description

All Mobile Sweepstake offers must be pre-approved by your Affiliate Managers.

No use of the word "Free" or implying the user "has" won. It has to be stated that the user can win or a chance to win or some variation in the ad copy.

Any violation of this will result in the publisher payments to be withheld. In addition please have all pages approved by your affiliate managers before running the offer.



This offer gives the visitor a chance to win a Macbook air.

It pays \$3.90 per lead that I send.

So how might I "locally" find a bunch of people who would be interested in a brand new Macbook air?

How about people in college?

I could easily head to one of the 10 local area universities and post flyers up in the hallways.

Better yet, I could pay someone on Craigslist list who goes to one of those schools to do it for me and send pictures for proof!

Hopefully you're starting to get the hang of this.

Eliminate your competition for ad spend by taking advantage of the free traffic sources you have locally right in your area.

# Local Partnerships

Certain offers you find may just give you an even easier opportunity.

An opportunity to partner with traffic sources in your area that already have a customer base and you can just split some of the revenue with them for sending you their existing visitors.

Here's an example:

## 100 Day Loans - Web & Mobile Optimized [US]

Share 

### Description

100 Day Loans allows you to get a personal loan. It is one of the highest converting loan offers in the US.

This offer has no caps and one of the highest payouts on the network. To best target your traffic please try to buy traffic that pertains to these requirements or the offer will not convert as effectively:

cannot incentivize offers  
target market: 21+ years old; makes \$1000+/month  
paid at least 2 times a month  
paid by direct deposit  
currently employed



This offer is for people who are looking for payday loans.

It pays me \$84.00 a lead!

What type of business might I be able to partner up with where people come in often looking for money?

How about something like a pawn shop?

Call, email or visit a few in your area and tell them you'll give them 25% of the profits for handing out a flyer.

Obviously they're going to really PUSH these hard since they have a monetary interest in getting people to see the offer.

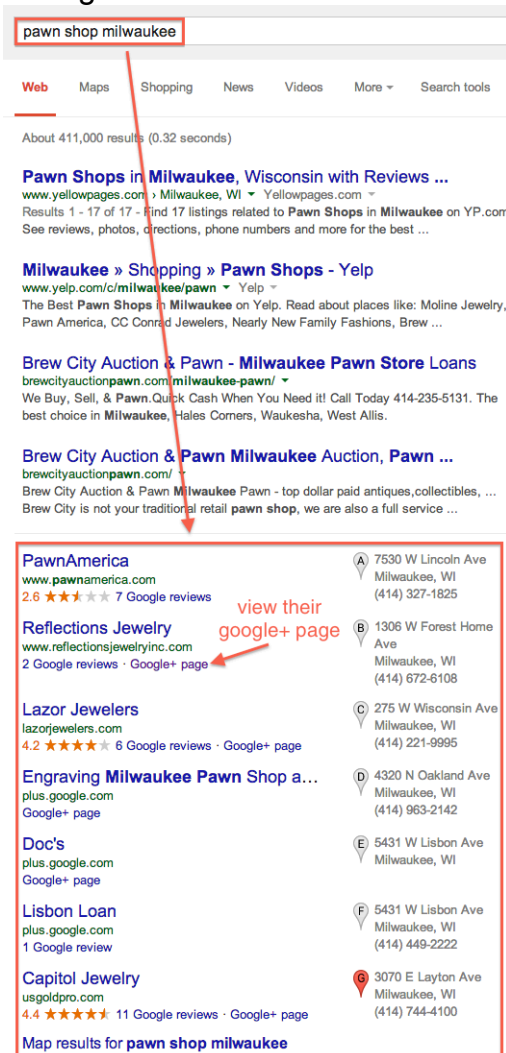
This is just one example of a business type that you could partner up with, but search through offers and you'll find MANY more.

# Want To Make RECURRING Revenue With These Partners?

I'm talking big time recurring revenue; my average deal with partners is \$1,000 per month!

This is my favorite method of all as an added bonus to everything else.

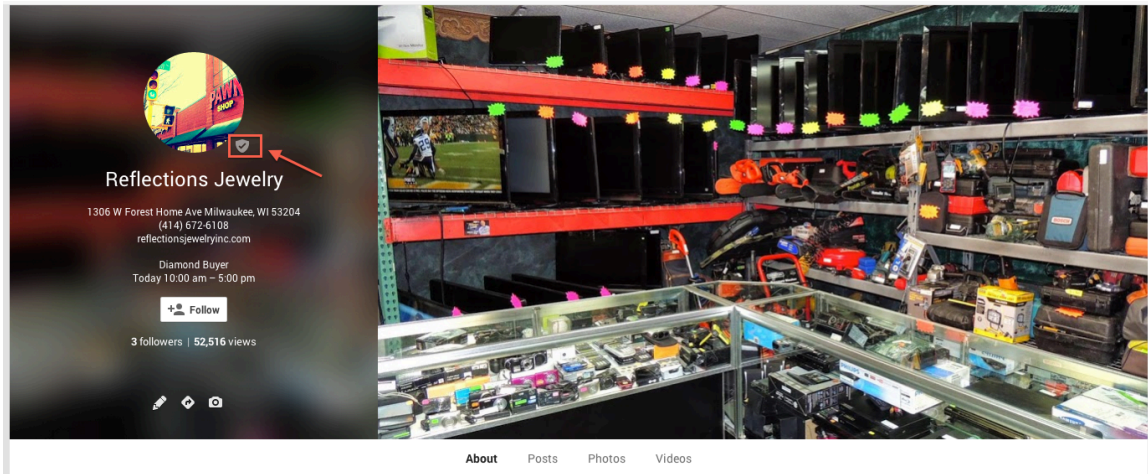
Before thinking of partnering with businesses, check out their Google Local Listing see screenshot below to see what this is:



Once you land on their listing page by clicking the "Google+ page" link as depicted in the screenshot above.

Look to see if their business is verified or not.

A verified business will have this badge:



The idea is to find businesses that are NOT VERIFIED.

Meaning they will not have that badge.

Here's why this is important.

If a business is not verified, Google has no way of knowing whether or not they are still in business.

This means they could be losing out on big opportunity to get more customers.

In addition to making money with them on CPA you can also get ADDITIONAL money by getting them verified.

I've got a piece of software that I had developed and it does the hard work for you and as an added bonus I'm willing to give you for free.

You can download it free here: <http://www.pauljames.com/free-lead-finder-2/>

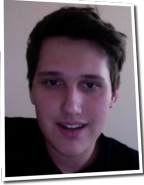
In addition there's some training that comes with it to help you implement it!

I hope that you enjoyed this short report.

Don't miss out on this huge opportunity.

Take action, make mistakes and learn!

The success will follow if you stay persistent.



Until next time,

Paul James