

CPA CASHFLOW



LUKE BLOWER

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Any queries, get me here: lukeblower@no-nonsensemarketing.com

Me

It's probably a bad show to start with **ME**. Like being at a party and getting stuck in the corner with the world's most boring person as they go on and on about themselves.....bla, bla bla bla bla.....

So I'll keep this short and packed with sweetness :-).

I'm Luke, I'm a husband, father, and a guy who can get 100s of dollars going into my paypal account.

I use various online methods to do this, some paid, some free.

The ways I'll show you in this report are paid and free, and easy to do.

OK now onto.....

You

You may be new to marketing, maybe a little longer in the tooth.

Either way you are no doubt reading this with a itch that needs scratching.

That key piece is missing for you, which is cool, because I'm about to reveal some really easy, but little used methods to help scratch that itch and **propel your biz to new levels**.

Welcome to the Jungle

Do you know how many people are out there right now trying to carve their little piece out of the online marketing cake (or pizza)?

No? no neither do I. ***It's a LOT.***

It's a Jungle out there, no doubt. It's easy to lose the path and find yourself wandering around, LOST.

This report will be your map, and Indiana Jones style you can find that lost treasure, without getting squashed by a big rock, or your heart torn out in some mad ceremony:-)

Module #1: Getting Set Up

Right, before you can get going with this, there are some things you need.

-Membership to CPA sites

-Squeeze pages

-Twitter account

We're going to go through step by step how to set this little system up.

Getting Started with CPA

What is CPA and why should you go after it?

CPA (cost per action) is an offer that you put in front of a prospect and when they perform a simple action (put their email in, or zip code) you get a commission.

Rule of thumb with CPA is the more info that the prospect is required to put in, the higher the commission (from 90 cents up to \$180).

Its success relies, pretty much like any other affiliate marketing, on this little formula.....

Traffic *MATCHED* Good offer = Sales

The beauty with CPA is that most offers don't even need the prospect to buy to get a commission BUT if you don't have the right traffic going to it, it ain't going to work.

Plenty of people are making plenty of good cash with CPA and that's what I'm going to let you in on.

Finding a Killer Offer

1) Head on over to Max Bounty [HERE](#) or Peerfly [HERE](#)

2) Apply- there is an application process. Be honest, if you have a website include it. If not, tell them that you plan to set one up and drive traffic using PPC, Facebook, email and banner ads.

***Say a big “no” when they ask “will you use incentive offers”.**

3) Don't wait for them to call you, get onto them straight away. Then they'll accept you no worries.

4) Once you're accepted, check out the offers in any of these *categories*:

-Financial

-Dating

-Gaming

-Email submits

5) When you find a good looking offer, check out the *landing page*- this is the page that the prospect is going to be going through. Look out for these KEY points:

- The page should be nice and bold with a great headline.

- The prospect shouldn't have to go through too many steps.

- Don't go for ridiculous offers (like one ice-cream company that was offering \$1,000 dollar coupons- people DON'T believe that shit).

- Don't worry about the EPC figure, it isn't usually accurate.

- Just choose an offer that *LOOKS* good.

OK you got your offer- there's a few more things we need to sort out before we can put it out there.

Who's Your Audience?

This is where most people fall down. They find a good looking offer think "hey, this will sell!" and then pitch it to all and sundry.

THIS IS SO WRONG.

Imagine going into a clothes shop and you see a pack of bacon placed neatly among the t-shirts. It may be the highest grade bacon at the best price but in a clothes shop? Who's going to buy it? No-one coz no ones in there shopping for meat.

Same rules apply- put the CPA offer in front of those interested in it.

It's actually easy to do when you know how.....

Digging Deep Into Your Audience

This involves finding out exactly who is interested in your offer.

Check this out as I show you ALL the tools to find your perfect prospect GOLD!

Let's use this HOT offer I found as an example as I walk you through exactly how you pinpoint your Mr. and Mrs. Right for your offer

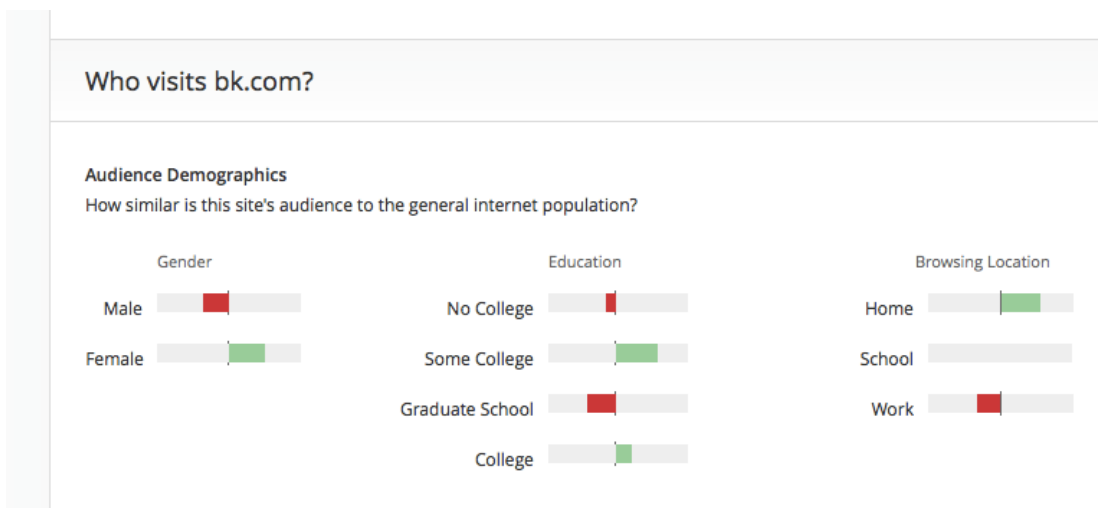
Obviously, this is google, not twitter (the source of traffic I'm going to be using), but we can see a clear indication that this game is popular and more importantly ***GAINING IN POPULARITY.***

Google trends also tells you **hot keywords**, hot regions that are digging that particular product and the sites that most people are coming from and going to before they hit the site concerning your product.

Get a pen and paper (or notepad program) and **WRITE ALL THIS DOWN.**

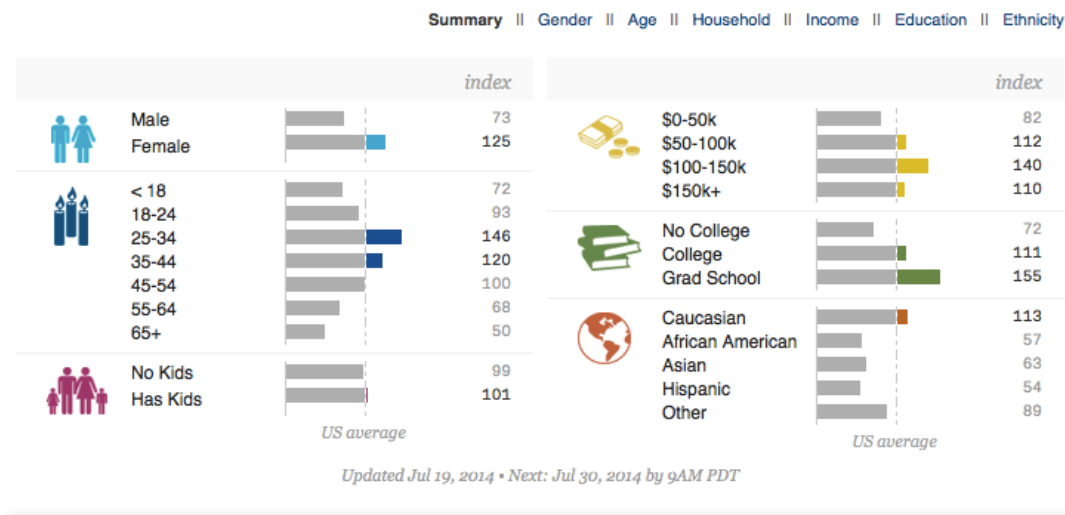
2) Dig even deeper (think CSI here!)

The next port of call is a little tool called [Alexa](#).



This gives you the gender, education and browsing location of your audience.

The next tool goes even deeper, [quantcast](#) is an absolute must for any marketer worth their salt.



This goes even deeper, and gives you the gender, age groups, family set up, income, education and ethnicity of the audience attracted to your offer.

WRITE THIS ALL DOWN!! We will be using this in just a moment.

Also on quantcast you can really get down with your perfect audience. Find the web audience evaluation button down on the bottom right of the homepage.

You'll get something like this.....

Audience Definition

Hide

☐ Male

☒ Female

☐ Under 18

☐ 18-20

☐ 21-24

☒ 25-34

☒ 35-44

☐ 45-49

☐ 50-54

☐ 55-64

☐ 65+

☒ Caucasian

☐ African American

☐ Asian

☐ Hispanic

☐ Other

☐ No College

☒ College

☒ Grad School

☒ No Children 0-17

☒ At Home

☐ Has Children 0-17

☐ Outside of Home

DMA

Apply

Filters

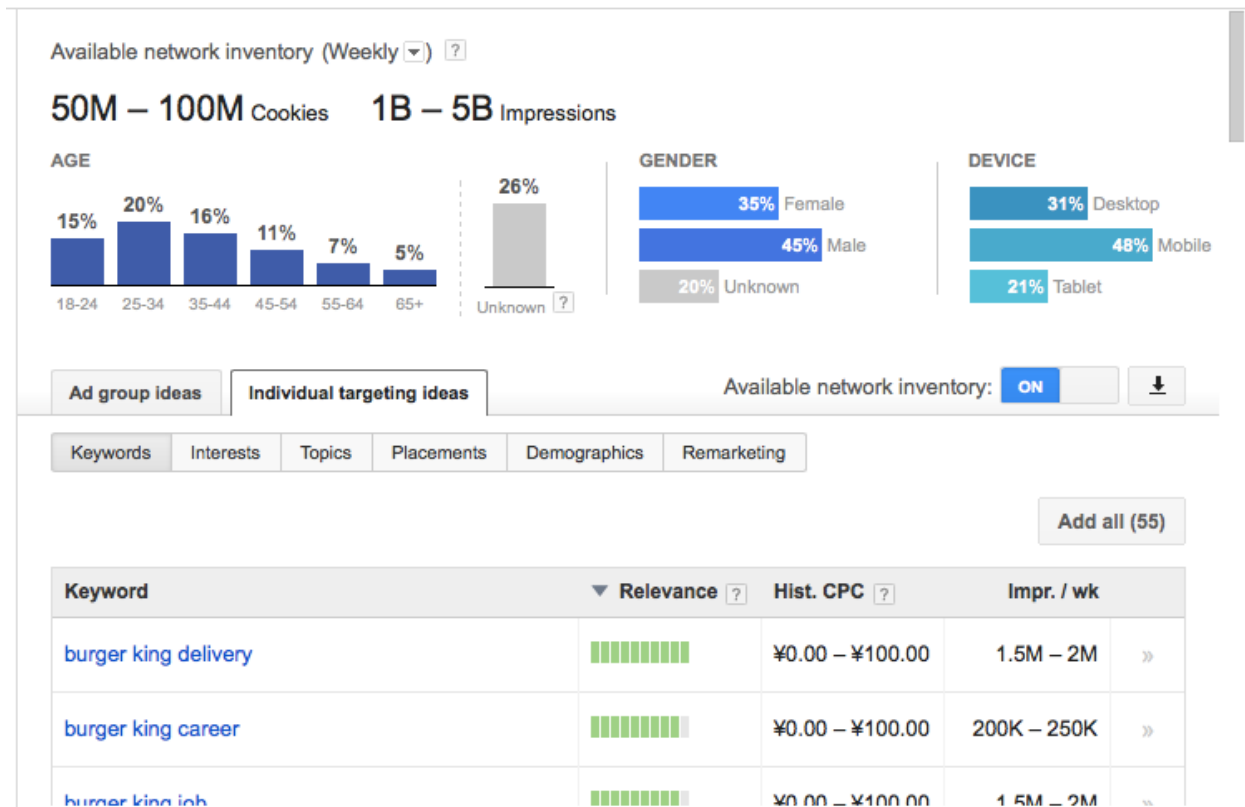
Hide

| Site Name | | Target People | US People | Coverage | Cc % |
|--------------------|--|---------------|------------|----------|------|
| yelp.com | | 1,190,959 | 77,043,776 | 95% | 2% |
| linkedin.com | | 944,925 | 53,402,056 | 95% | 2% |
| tumblr.com | | 768,128 | 61,751,996 | 86% | 1% |
| buzzfeed.com | | 701,944 | 74,973,520 | 79% | 1% |
| answers.com | | 496,035 | 67,184,312 | 56% | 1% |
| babycenter.com | | 460,602 | 16,942,030 | 52% | 3% |
| whitepages.com | | 429,116 | 29,832,492 | 48% | 1% |
| usmagazine.com | | 401,696 | 21,060,804 | 45% | 2% |
| huffingtonpost.com | | 354,085 | 22,612,324 | 40% | 2% |
| nbcnews.com | | 335,444 | 41,665,116 | 38% | 1% |
| comcast.net | | 286,542 | 21,530,704 | 32% | 1% |
| wattpad.com | | 284,991 | 35,347,128 | 32% | 1% |

Using the audience demographics you got from the previous search you can tick the appropriate boxes on the left. And hey presto, quantcast will bring up all the most popular websites for those people in your perfect audience. **Again write these down.**

3) Google has one more tool for ya to use.

The [display planner](#) is another free tool that can hone in on just the kind of people who will be looking for your product. You need a google adwords account, but this is free and you just need to set up a gmail account if you don't have one yet.



This gives you more info/confirmation of the age groups, gender, device used and interests of your target audience.

At the bottom you have more keywords- these are the keywords that people who are in your perfect audience have been searching for. You can copy all these as well.

What's Next?

Soooooooo.....

You have your product, you have your target audience absolutely nailed.

What's next? You're probably asking.....

We need some traffic. You have a lot of choices but the one I've gone for has some particular strengths.

It has nearly **650,000,000 users**, with **135,000 people** joining **everyday!**

Do you think this is a powerful source of traffic?

You bet! and when leveraged properly it can make you a stack of cash.

It's called twitter. You may be thinking

“I've heard that twitter sucks for marketers!”

Well I say: “Bad marketers always blame their tools!”

But seriously, there are some rules about how to approach this form of traffic otherwise you **ARE WASTING YOUR TIME.**

I'll go through them in the next section and I'll lay out some methods (paid and free) how you can squeeze this baby for all it's worth.

Module #2: Tweet Your Way To CPA Success

OK, module 2, this is how we'll play this out.

-Twitter rules

-Set up your twitter account

-Set up your CPA right

-Free methods

-Paid Methods

Twitter Rules

We already did plenty of research into our CPA product and the kind of peeps who would go for it so it makes sense to get to grips with the beast that is Twitter.

People Don't Buy On Twitter

This is a common claim I hear about twitter. And it's true!

Great Luke, so what are we doing here?

Let me be a bit more specific, people don't buy straight off on twitter. You have to have a relationship with them already, they **HAVE TO KNOW YOU.**

This is no big deal, it's true for all marketing, just it's ***even more true for Twitter.***

In short, ***spamming will get you nowhere.*** Only wasted time and money (and you account banned).

But don't sweat it, we have something lined up that will put YOU into your marketing and therefore ***get prospects to know you as soon as they hit your page.***

Making it more likely that they will buy from you.

Twitter is fast!

No doubt you have spent hours reading the newsfeed on Facebook, and marvelled at the speed at which that info flies by- well twitter is FB on speed!

This means ***your copy needs to be spot on.*** Don't worry coz we'll cover that as well.

PLUS a lot of people are on Twitter just not knowing what they are doing, which makes it all the more easier for ***YOU TO STANDOUT*** with the simple copy stuff I'll show you.

Twitter is visual

It's a visual world these days, and twitter with it's 140 character tweets is no exception to this rule- you need to get pics and vids up there to catch the limited attention span of the fine folk on Twitter.

It's all about problem solving

Again, this can be said about for any marketing, but those who have killed it with Twitter (check out Gary Vaynerchuk) are in the ***problem solving game***, big time.

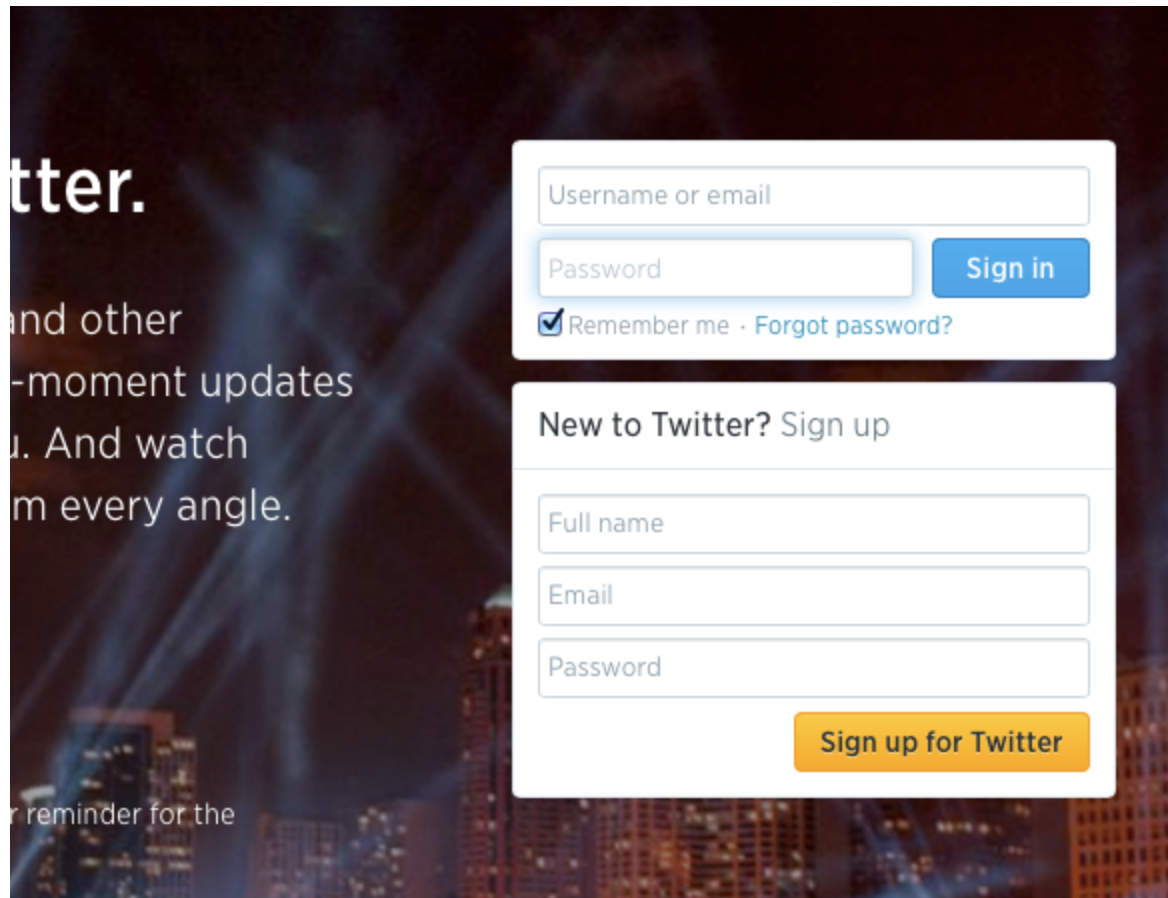
With these rules in mind let's lay out how we are going to build this lead and money sucking system using CPA and Twitter.

Setting Up Your Twitter Account

If you already have a twitter account you can skip this bit BUT you may want to check out the little tips I give on how to make your Twitter Profile look really good.

Let's dive straight in- get yourself over to [twitter](https://twitter.com) and click on the create account button.

You'll get something like this:



Just fill in the right info and click sign up.

Then.....

Join Twitter today.

Full name

Luke Blower

✓ Name looks great.

Email address

lukepwblower@gmail.com

✓ We will email you a confirmation.

Create a password

.....

✓ Password is okay.

Choose your username

Don't worry, you can change it later.

Suggestions: [blower_luke](#) · [luke_blower](#) · [lukepwblower](#)

☐ Keep me signed-in on this computer.

☒ Tailor Twitter based on my recent website visits. [Learn more.](#)

By clicking the button, you agree to the terms below:

These Terms of Service ("Terms") govern your access to and use of the services, including our various websites, SMS, APIs, email notifications,

Printable versions:

[Terms of Service](#) · [Privacy Policy](#) · [Cookie Use](#)

Create my account

Make Others will be able to find you by name, username or email. Your email

Just fill it in. Regarding the username, this is your choice. You can go for a personalised profile (just choose your name).



You can then set the profile up something like the above pic. the profile pic is **400x400**, the banner is **1500x 500**.

The picture should be of you, and the banner should just be something cool.

Your **other option** is to go for a profile that is ‘nicked’, that is your profile is congruent with the products you are promoting.



This is from my twitter profile that focuses on running. Marathons are actually a hobby of mine but I this particular niche has also provided some business opportunities for me.

You can see that the pictures are themed.

With CPA, if you've chosen to go for ***financial offers***, you could make your profile match up with this (careful not to infringe copyright or make fraudulent claims of course!)

Getting Followers

My wife always says I'm terrible at making decisions (fortunately not in business) so I'm sorry to say I have a decision for you to make. ***Are you going to go for time or money?***

Choose one, if you're going for the free method then get on twitter and start building your followers. Check this quick video how [HERE](#)

You're going to need all your followers as quality leads so **DON'T buy followers!** You'll get a load of dead accounts or those that don't speak English- no good for marketing to!

If you're going to go the paid marketing route (ie by using twitter ppc ads) then you can head over to [fiverr.com](#), or [youtube](#), [google](#) and search for ***“get twitter followers”***. Then you can spend a few bucks and you can get yourself thousands of “followers” within a hours.

This is necessary for ‘social proof’ but as I said, they are no good for actually marketing to.

Boom! You're done and dusted. Your twitter account is ready to go.

Setting Up Your CPA Offer

Ok, we are really rocking now, let's consider the CPA offer we're going to push.

“To direct link or not to direct link, that is the question”

For complete newbies, **direct linking** means putting a direct link to your offer in your blog, ad or tweet/post.

There are strong arguments in favour of doing this: it cuts down on the amount of steps the prospect has to take to get to your offer, it can make you sales, and (in theory at least) the product creators copy should already be optimized to convert their product offer into a sale.

BUUUUUUTTTTT.....

In this case, direct linking should be avoided because:

People are not shopping on twitter (like any social media platform), people have ***“ad blindness”*** (they are sick to death of seeing ads, so they turn off from anything that smells like an ad) and twitter are very protective of their customers, so are likely to shut down anyone spamming the place up.

So we're going to ***give direct linking a wide berth*** and set something up that will really butter prospects up so they won't even know they have left the twitter experience when they enter your offer.

Story telling is the best kinda selling

What a corny title!

This section is going to break down ***how to suck people in*** towards your CPA offer.

I believe in credit where credit is due and this wasn't my original idea. But the CPA master I got it from said take it and add your own twist to it.

That's what I'm giving you here, a guide which you can use to twist to your own mould and make it rock for you.

Gamification is What You need

Have you heard of ***gamification***? No? here's a definition...

“the application of typical elements of game playing (e.g. point scoring, competition with others, rules of play) to other areas of activity, typically as an online marketing

technique to encourage engagement with a product or service.”

In other words get people thinking about anything apart from the action (s) you want them to do.

The thing is with CPA is that it's easy to think that offering someone the chance to win \$100 dollars just for entering their email, everyone is going to jump at the chance. ***BUT they don't.***

Why?

Because if you're offered something that ***looks TOO good to be true***, then the red flags go up and you think “what's the catch?”

So they pass it on by.

There are two ways to break this reaction down....

a) Good targeting (ie put the offer in front of the right people)

b) A bit of gamification to draw them into the whole process without them really focusing on it.

Ideas for Gamification

OK this is where you need to get your thinking cap on, and what you go for really depends on what offer you have gone for. But here are some ideas for what I mean (I'll follow it up with a detailed example).

1) **A vote** (between smartphones, between football teams, between buff men/women)

2) **Quiz** (the highest selling laptop, the most popular tourist destination)

3) **Tiered question and answers** (health challenge, financial challenge).

4) **Surveys** (what's your opinion on....)

You get the idea? [This article](#) gives some real life examples that may get your creative juices going.

REMEMBER: the thing has got to be flowing to the offer- if your offer is for insurance then make sure you do something connected to driving or road safety.

Why does it work? Obviously it's a little more difficult to get people to do extra steps but it's FAR EASIER than getting a complete stranger to put their email into something that smells ADVERT!

Once someone has devoted a little of their time and energy to answering some questions or voting for something, they feel they owe it to themselves to do that little extra and put their email in and qualify for that free whatever it is that your offer is promising.

This is **POWERFUL** stuff!

The Funnel

Your mission is to get people off of Twitter and into a situation where they will take action on your offer. This means funneling them through to the offer page

Twitter>>>>>>>>>Website>>>>>>>>>>>>>>>Offer

Or, getting them onto a list and then hitting them up, like so.....

Twitter>>>>>>>>>Opt-in>>>>>List >>>>>>>Offer

The latter is good because once you have someone on your email list you can hit them up with similar offers later.

Tools you will need to set up the second method are:

>***an auto-responder ([aweber](#), [getresponse](#))***

>***some way of making capture pages up (I use a domain from [godaddy](#), hosting from [Hostgator](#), and [optimizepress 2](#) for my pages)***

For example.....

Let's take this offer for \$100 to spend at the NFL Shop online.

The target is obvious- people who like football (the US version of course). Football has a massive following on twitter as well.

This would be a great opportunity to use some kind of survey or vote.

Step 1: Tweet (Vote for your favorite team)>>>>>>>

Step 2: Voting page (clickable pics of three top NFL teams)>>>>>>>>

Step 3: Each pic links to a capture page>>>>>>>>

Step 4: Go to thank you page (your offer page)

Hopefully this gives you some idea- you need to check out what offers are available and see what **YOU can come up with.**

Once you've got these pages set up we need to start pouring in the fuel to our offer- which is **TRAFFIC.**

I'm going to show you free methods and paid methods.

Getting “free” Traffic Through Twitter

I use “free” here with some reservations because techniques that don’t cost financially invariably cost more in terms of time used. For me, time is far more precious than cash (one of them you can’t get back!)

Having said that, if you are willing to find a nice niche, do the research and spend some time everyday (**consistency is the KEY here**) then Twitter can be a *real goldmine* for traffic.

I’ll give you some super tips how to set yourself on the way with this....

Followers are the currency

It’s often said that in terms of value to the marketer, getting a ‘follow’ on Twitter followed by the ‘like’ on Facebook and going up to the far more valuable opt-in to an email list and then a sale.

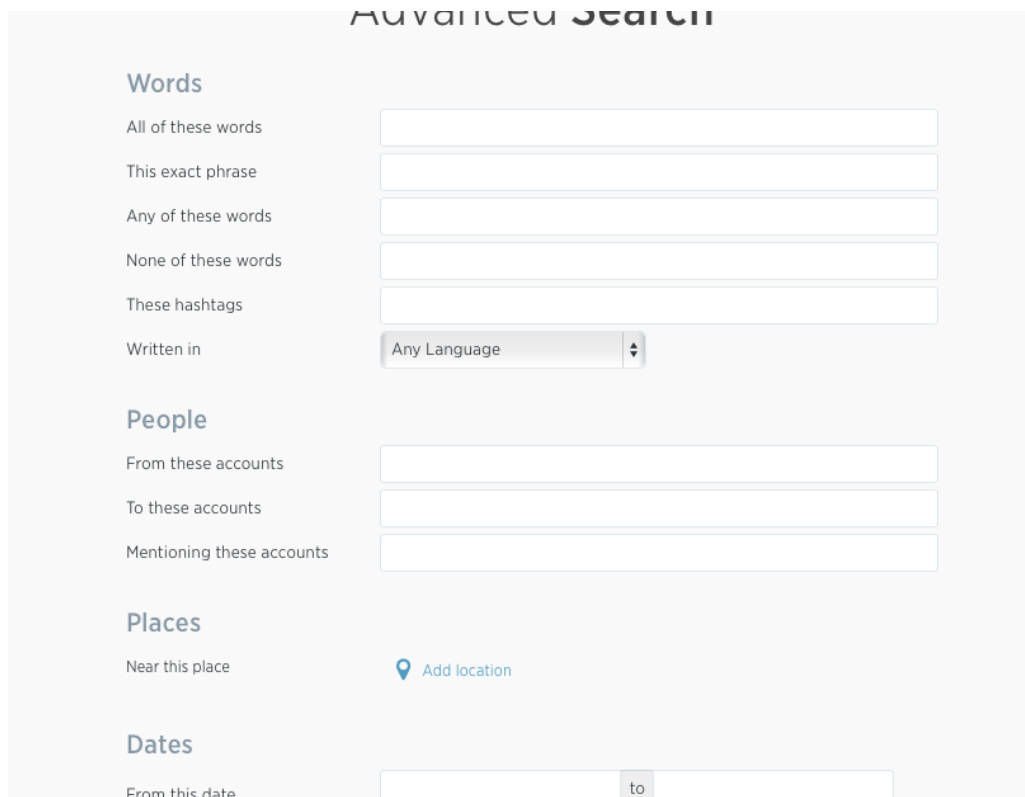
This is true of course when you think a lot of people just randomly click ‘follow’ on twitter and then ignore what comes up on their newsfeed.

HOWEVER- if you can get followers on your account who have a genuine interest in your message and your offers, then you are good to go.

Getting quality Followers: Search

Alrighty, lots of marketers do really pointless stuff on twitter, like following everyone. Pointless.

You need to connect up with people relevant to your niche- the best way to do this? [The search](#)....



The image shows the 'Advanced Search' interface on Twitter. It is organized into several sections: 'Words', 'People', 'Places', and 'Dates'. The 'Words' section includes options for 'All of these words', 'This exact phrase', 'Any of these words', 'None of these words', 'These hashtags', and 'Written in' (with a language dropdown set to 'Any Language'). The 'People' section includes 'From these accounts', 'To these accounts', and 'Mentioning these accounts'. The 'Places' section has 'Near this place' with an 'Add location' button. The 'Dates' section has 'From this date' and a 'to' field. Each option is followed by a text input field.

Everything you need! Search for people by what they tweet, location etc.

If you want to really crank up your search skills then try ***Tweetadder***. This used to be a real spam machine but now it got tweaked to conform with the twitter TOS.

It's now just pretty much the perfect thing for managing and building your twitter following. This is the [link here](#) (yep, it's an affiliate link and I can't remember how much it costs).

Powerfollowers

A key point of building up your following is getting **reciprocation**.

Following people who aren't going to follow you back ain't going to get you very far soooooooo. Look for **power followers**.

This is dead simple, just check out people with more people they follow than followers.

This is a great example of good and bad...



He's a power follower, so will follow back which is good BUT the whole setup looks trashy. If you're in MMO niche you might target

someone like this to provide coaching to but best to avoid profiles like this that scream “I’m an online marketer”.

Putting out quality content

You start getting some followers and now you need to start connecting with them getting retweets, comments etc. **THE BEST** way to do this is to put out **killer stuff**.

This is a pain in the proverbial butt for two reasons.

Putting out enough quality content to make an impact on twitter needs **time** (we’re talking hard labor here!). Also coming up with good content is a killer too. Let’s talk about that.....

The best time saver is a little tool called [Hootsuite](#). It’s free, and easy to use, put in a hour or two once a week and you can schedule all your tweets all at once.

What to know where to find great content?.....

a) Grab stuff from relevant blogs

b) Go to [fiverr.com](#) and search for social media content providers.

c) Check out other twitter profiles in your niche and borrow their stuff.

What not to do:

***Don’t just put links out.**

***Don't just retweet other people's stuff.**

So that's the free method, takes time but once you have 300-400 focused followers you can start hitting them up with offers using the gamification setup outlined above.

You might be put off by the amount of work you have to put in but just picture when you've got a few thousand followers and every time you put up an offer you make **50, 100-200 dollar commissions**. even at one dollar a pop, that's pretty tidy money coming in- for no outlay on your part.

However.....

If you're a bit impatient, like yours truly, then the paid method might be a bit more attractive.....

Remember.....

Paid advertising has an element of uncertainty in it.

It may work for you first time, it MAY NOT.

****Don't expect it to bank for you right away.***

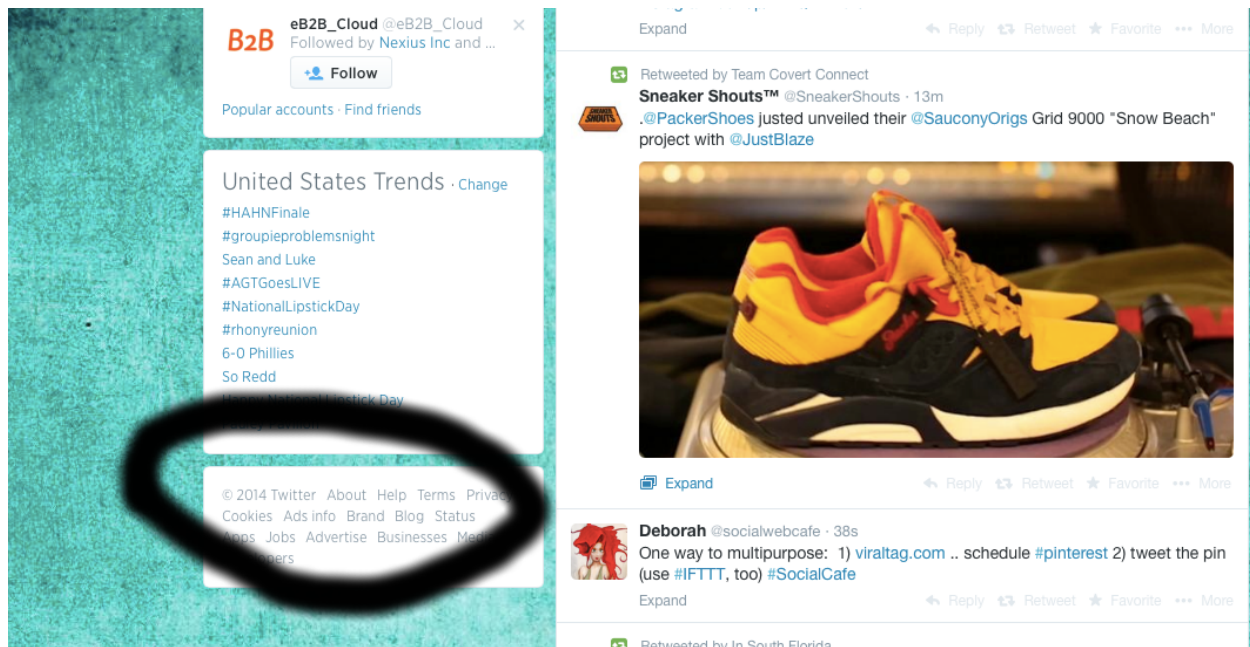
****Don't give up after the first try.***

Paying for Traffic Through Twitter

Twitter PPC has some super tools for really targeting your perfect audience. IF you get it wrong it can get very expensive very quickly.

I'm going to show you how to get started setting up your campaigns to maximise your returns AND make sure you don't Bankrupt yourself if you slip up.

The Set Up

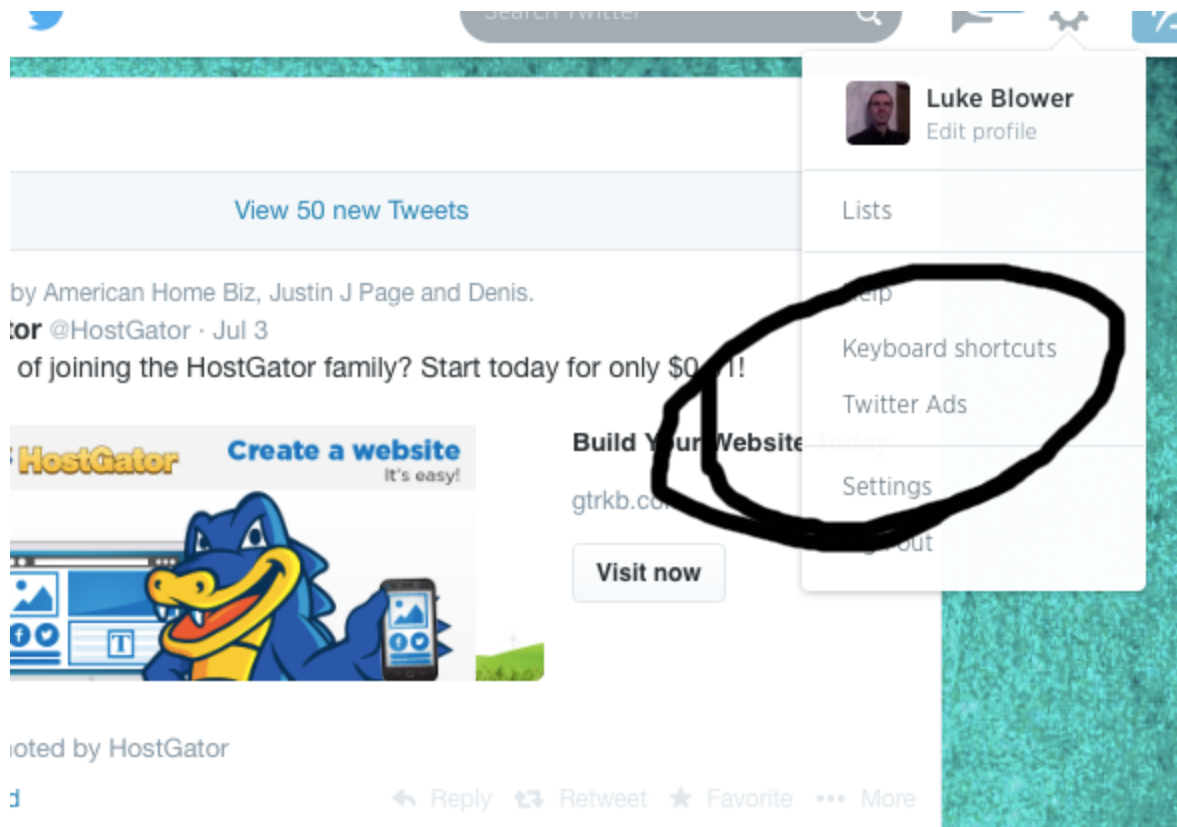


Before we start this, I must warn you that Twitter ads are currently available in UK, US, Canada (though more are coming soon). You can run ads from anywhere but can only target people in this country.

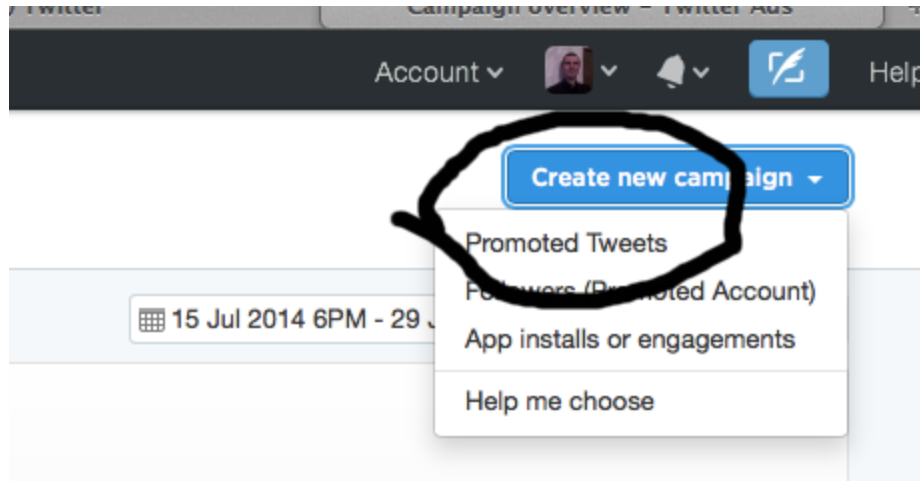
Your credit card must also be UK or North American based.

Cool, check out the image above....

If this is the first time to use Twitter Ads, **go to the bottom right of the profile page and click on the twitter ads button.** You will be taken through the process step-by-step.



Once you have your account set up, you can ***go to the cog at the top-right corner of the profile page and click “twitter ads”***



You'll come to this screen, ***click 'create new campaign' and choose 'promoted tweets'***. You're now ready to get your first campaign all set up.

Let's get into how you set your campaign up and most importantly 'targeting'.

Keyword Targeting your ad

I've mentioned this before, targeting is the key to a successful ad. Go through this carefully.

Give your campaign a name.

NFL vote keywords broncos

PROMOTED TWEETS CAMPAIGN – [SWITCH](#)

? When do you want to run this campaign?

☒ Start immediately, run continuously ☐ Customize start and end dates

Targeting

? Choose your primary method of targeting.

☒ Keywords ☐ Interests and followers

☐ Television ☐ Tailored audiences

[Save and review](#) [Cancel](#)

Put the name of your campaign in there- ***make it easy for you to identify.***

Put the start to immediately and for targeting we're going to look at 'keywords' and 'interests and followers'. ***Check 'keywords' for now.***

NFL vote keywords broncos

PROMOTED TWEETS · TARGETING KEYWORDS

Starts now, runs continuously

Using a keyword · No locations set

No Tweets selected

☐ Television **1** ☐ Tailored audiences

? Enter the keywords or phrases you want to target.

Enter a keyword or phrase or Import multiple keywords

Match denver broncos **2**

New: Use the + symbol to add recommended keywords. Remove the + to expand to broad matching. [Learn more](#)

Expand your reach by adding recommended keywords like nfl, denverbroncos, and more.

☐ Automatically match searches on relevant trending topics. [Learn more](#)

☒ Filter out tweets in which keywords are used with negative sentiments. [Learn more](#)

? Choose all of the locations you want to reach. **3**

Search for locations, e.g. United States or Import multiple locations

Save and review Cancel

TARGETING SUMMARY

- Using a keyword
- Enter locations
- AND On all platforms
- AND Any gender
- AND Any languages
- WITH ADS SHOWN IN
- Users' timelines
- Search results

The example I'm using here is my NFL shop gift coupon offer. You remember that I found that Denver Broncos were one of the three most supported teams in NFL?

So.....**no.1**: I put the broncos in there. Notice the blue dot, this means that it's a pretty popular keyword (***the bigger the blue dot, the more popular the keyword is***).

No. 2: You can see that Twitter very kindly gives us ***similar search terms***, so we can include these as well. You can also automatically match ***similar trending keywords***, which is really powerful.

No.3: Put the location in there as well.

The image shows a Twitter ad targeting interface. Three areas are circled and numbered:

- 1.** A large circle encompasses the targeting options: "Limit targeting by gender.", "Limit targeting by languages.", and "Limit targeting by excluding list audiences."
- 2.** A circle highlights the "Tweets" section, specifically the "Manually select" radio button option.
- 3.** A circle highlights the "Promote a new Tweet" button, which includes a "Hide @replies" checkbox.

At the bottom, there are "Save and review" and "Cancel" buttons.

You can see in **number 1.** that there are other options to **tweak the targeting** (by gender, for example).

You then click manual select and promote a new tweet. You just need to write your tweet and you are ready to rock and roll.

I'll go through how to put together a winning tweet in a bit. First I want to show you another method of targeting on twitter ads.....

Targeting by Interests and Followers

The keyword method searches for terms that people put in their tweets, this next method focuses on who people are following, and what they put in their profile descriptions.

Check it out.....

The screenshot shows the Twitter targeting interface. Three numbered annotations are present:

- 1.** Points to the "Choose your primary method of targeting." section, where "Interests and followers" is selected with a radio button. "Keywords" and "Television" are also visible as options.
- 2.** Points to the "Add @usernames to target people similar to that user's followers." section. A search bar contains "denverbroncos", and a dropdown menu shows suggestions: "Denver Broncos @denverbroncos", "Denver Broncos @Broncos", and "Demaryius Thomas @DemaryiusT".
- 3.** Points to the "1K ESTIMATED AUDIENCE SIZE" box. Below it, a message states: "The audience you are targeting may be too small to get any advertising activity." A "TARGETING SUMMARY" box is also visible, listing: "Your followers and users of them", "Enter @usernames", "Enter interests", "AND In 1 location", and "AND On all platforms".

- 1. Click on interests and followers.** Then type in some of the keywords from your earlier research and see what accounts come up.
- 2. Click on the accounts** that come up which are relevant to your offer
- 3. Keep an eye on that left-hand figure,** you want that audience to be at least 10,000.

Like followers of a user · In 1 location

1 Tweet manually selected

TOTAL BUDGET \$20.00

DAILY BUDGET \$5.00

Search for @usernames or Import multiple @usernames

1. Denver Broncos

Add @usernames like @johnelway, @nfl and more to expand your audience

☐ Also target your followers ☐ Also target users who follow your followers

? Add interest categories to target a broader audience as well.

2. nfl or Browse categories

Sports American football

All of Sports e.g. Action sports, Auto racing, Baseball

? Search for locations, e.g. United States or Import multiple locations

3. Target users located in...

Country United States

1. A really neat little function is the **similar suggestions** that come up- you can select these to expand your audience.

2. We've selected accounts that people follow, next you can check out interests as well- search for connected interests.

3. Again you need to put the location.

So that's it, you have the two main tools that you can use to really target the people who are going to be crying out for your offer.

We'll cover just how to use these tools in a coordinated campaign in the next module. First let's talk tweets.

Write an Attention Grabbing Tweet

Tweets are like mini blogs- VERY mini (only 140 characters).

This is GOOD because it forces you to be concise and write KILLER copy.

Like followers of a user in location

1 Tweet manually selected

TOTAL BUDGET \$20.00

DAILY BUDGET \$5.00

#entrepreneurs Prestashop: An Open Source eCommerce Solution bit.ly/1qfOrjp @iblogzone

Luke Blower @lukeinnagoya 28 Jul, 5:39 AM

#entrepreneurs Why the Day I Threw Away 3400 of My Blog Posts Was My Most Triumphant Bloggin... bit.ly/1tSoFEg via @FlyandBleedJob

1.

Luke Blower @lukeinnagoya 28 Jul, 12:19 AM

Compose a new Tweet

Budget

? Set a total budget (optional).

\$ 20.00 ⚠

2.

Save and review Cancel Save and launch immediately

1. You can see the section to compose a new tweet. This is where you'll write your ad copy.

BBBBBUUUUUTTTTT.....

Remember, it shouldn't sound like an ad.

Find something that will **catch the eye of your prospects**- if I'm targeting Denver Broncos fans I could put in something that will resonate with them-

“bleed orange and blue”, or the name of their current top player.

Then just put a simple call to action “here’s a chance to vote the Broncos the best team ever”.

That should do it.

Again, I’ll talk a little more about changing up copy in the next module.

Let’s talk money NOW.....



Budgeting

My advice here is to **go super conservative**- if an ad gets a great click through rate, you can always up the spending later. Set the

daily spend at 5-10 dollars and set the suggested bid at the lower end.

You can then click on save and review.

NFL vote keywords broncos
PROMOTED TWEETS · TARGETING KEYWORDS
Starts now, runs continuously

| | TOTAL BUDGET | DAILY BUDGET | MAXIMUM BID |
|--|--------------|--------------|-------------|
| Using a keyword · In 1 location 1 Tweet manually selected | \$20.00 | \$5.00 | \$1.50 |

1. Budget

Set a total budget (optional).
\$ 20.00

Set a daily maximum (required).
\$ 5.00
Pacing options

2. Enter the maximum amount you are willing to spend per engagement.
\$ 1.50
Suggested bid: \$1.50 – \$2.50

3.

CAMPAIGN WILL

- Start now
- AND Stop after \$20.00 total spent

BUDGETING

- Pay at most \$5.00 per day
- AND Pay \$0.01 – \$1.50 per engagement

Save and review Cancel Save and launch immediately

Is that it? Nearly.....

NFL vote keywords broncos
PROMOTED TWEETS · TARGETING INTERESTS AND USERS
Starts now, runs continuously

| | TOTAL BUDGET | DAILY BUDGET | MAXIMUM BID |
|---|--------------|--------------|-------------|
| Like followers of a user · In 1 location 1 Tweet manually selected | \$20.00 | \$5.00 | \$1.50 |

Launch campaign Save as draft and exit Modify details

Check out that all the bits and pieces are in place. Then **click launch campaign** and you're good to go.

You really just have to go NIKE on this one- **JUST DO IT.**

Like riding a bike, you can only get better by doing it.

Set your budget super low and you won't get burnt. Keep trying different offers 'til you get some return on your investment.

THEN YOU CAN SCALE UP



Module #3: Scaling This Bad Boy Up

If a marketing strategy isn't scalable it really isn't worth a helluva lot.

Scaling means taking a money making technique and transferring it to similar niches/offers. Here's a quick break down...

1. Similar offers

2. Other niches (similar sports etc.)

3. Other demographics (switch gender, target other age groups)

4. The copy, try different styles of tweets, you could add a picture in there.

5. Try other similar target groups (other teams fans, target by famous players, stadiums).

6. Trending topics - if a famous player is being transferred. Or a new model car is being released. Twitter is all about the 'now' so hooking onto a topic that is hot now and RELATED to your offer, this could be a huge opportunity for YOU.

The options are pretty much endless. Just a bit of imagination from you can make all the difference.

And remember **I'm right with you.**

Any questions just reach out to me on skype (lukeinnagoya) or Facebook or twitter.

To your Success!

Luke Blower



