

CPA Jumpstart



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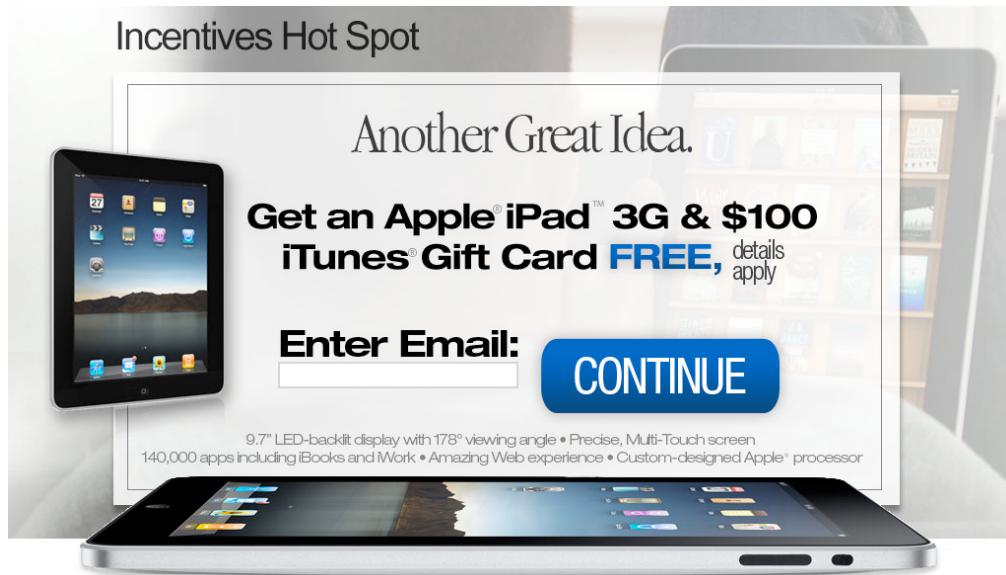
1. CPA EXPLAINED

CPA, otherwise known as Cost Per Action or Cost Per Acquisition, is an online business model, which pays out for every action completed by the consumer.

Advertisers will pay you whenever a consumer completes a certain action as required by the advertiser, such as

- Entering an email address, zip code (which you will receive from between \$0.80 and \$3.50)
- Opts in for a free trial (which you'll get paid from between \$20 - \$45)
- Purchase a product/service (where you'll be paid either from between \$5 and \$20 or a certain percentage of the sales amount).

To give you a better idea on how the various types of CPA offers look like, I have captured some screenshots (where you will find in the next few pages) to show you the different CPA offers available:



Offer is for 16 GB iPad with Wi-Fi and 3G. Cellular service not included. incentiveshotspot Gift Program is not endorsed, sponsored by or affiliated with Apple iPad, iTunes, Apple Inc., or any other merchants listed above. Such terms are registered trademarks of their respective owners. Fulfillment may be delayed based on availability. Once you have completed the Program Requirements, if the product is not yet available to incentiveshotspot, you may choose the equivalent item or the cash equivalent if you do not wish to wait for our ability to fulfill this offer.

The above email submit offer pays out \$1.25 whenever someone enters his/her email address to sign up for a free Apple iPad 3G & \$100 iTunes Gift Card.



The above zip submit offer pays out \$1.10 whenever someone enters his/her zip code to get a free \$500 Pottery Barn Kids gift card.



Melt Away Fat!
And Lose **15** lbs for Summer!

Now, losing weight is as Easy As 1-2-3!

- **Burn** Calories
- **Boost** Metabolism
- **Suppress** your Appetite
- **Lose** Weight Quickly!

COMMITMENT-FREE!
Hurry, Bottles are flying off the shelves!

First Name:
Last Name:
Phone:
Email:
Address:
City:
State:
Zip code:

SEND ME SLIM365!

EXCLUSIVE ONLINE OFFER
ACT NOW!

REAL PEOPLE. REAL RESULTS.

The above free trial offer pays out \$24 whenever someone signs up to get a free bottle of Slim123 (and pays a certain fee for Shipping & Handling for the free trial to be delivered to his/her residence)



WonderFILE™
PORTABLE WORKSTATION

The ingenious *Organizer* that turns any space into a neatly, organized workplace.

HOME CUSTOMER SERVICE ORDER NOW

BUY ONE GET ONE FREE!
*Just Pay Additional S&H

FOR ONLY \$19.99 PLUS S&H

ORDER NOW

Available in 3 Colors

Organization for people like you

The above sale offer pays out \$12.75 whenever someone pays \$19.99 + Shipping & Handling to get Wonder File.

CPA Jumpstart

You can generate huge amount of cash online by promoting CPA offers through your website, blogs, newsletters, emails, Pay Per Click Search Engine Marketing, or media buys.

As you will discover while learning the ins and outs of CPA campaigns, the more actions required from a user typically equates to a higher potential to earn.

For example, you may be paid \$1.00 for every email address compiled from visitors to your website signing up for a free report, while you could earn \$50 or more from the same person purchasing a product or subscription.