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## **1. INTRODUCTION – (DON'T BE A BOTTOM FEEDER)**

Welcome and thanks again for purchasing BigPants CPA. We are glad you have made the decision and we hope you take massive action to also make \$45K. Or maybe more? Everything is possible with BigPants CPA. You just have to get started. But more importantly, you have to get started in the right niche. So what is BigPants CPA about? In a nutshell, BigPants CPA does not promote CPA offers that earns you a measly \$0.50 or \$1.00 per email submit with an EPC (Earning per Click) of \$0.05 or \$0.15. That, in my humble view, is a ridiculously waste of traffic and indirect invite for your subscribers to unsubscribe. That is very much the same scenario when a few years ago the income of Google Adsense dropped dramatically. Do you remember that? Blog owners and content providers made good money from Google before and I could 'afford' to have Google ads on their page. But since Google made drastic changes earnings from Adsense has dropped and many website owners had to come up with other ideas to monetise their websites.

This is more important than ever. I never understood why I would put ads on your website when your sole goal is to sell a your product or to capture email addresses. Why showing ads that most likely offered a competition product anyway earning you a measly \$0.05-\$0.10 per click but the advertiser cashed in big times selling high-end products. You become a “bottom feeder”. Putting Google ads on my website never appealed to me. It never appealed to me as

that's in my view “waste” of traffic, or the biggest 'traffic leak'. You don't want traffic flowing off your website because, as we all know, it's hard work to get in high quality traffic to your site. AdSense advertiser earned some big bucks on selling those high-end products whereas the hard working AdSense publisher, the blogger slaving for hours writing content was lucky to get a few dollars. And the same is very true with CPA offers you promote. Why wasting your traffic on CPA offers that earns you a measly \$0.50 or \$1.00 per email submit when you could promote high-end CPA offers? Don't be a bottom feeder when you can be the shark in the ocean. Don't waste your traffic and your subscribers with these offers. Don't waste your subscribers on sites that earn you a dollar or two when you can promote high end CPA products with \$200, \$300, \$400 CPA, heck even more \$450 and \$500 is possible. Per new customer - or trader I should say as this where the Big Pants CPA offers are:

### **In the finance and trading industry.**

Foreign Exchange (FOREX), stock market, binary options, Contract for a difference (CFD), warrants and future. The financial industry and in particular the FOREX industry is one of the most lucrative and evergreen niche. It has a highest record of USD \$3 Trillion (!! ) turnover per day. Yes, per day!! That's more than the entire global stock market turns over in one months. The volatility is insane. And people are out there trading the FOREX market successfully. And the best part is, everyone can start trading FOREX with a few hundred dollars

investment. It has become very popular amongst amateur traders. Do they all make money ? Hell no! Do they all trade successfully ? Of course not. And that's YOUR chance! All these amateur traders WANT to be successful and make money. And YOU are going to help them. YOU will have the solution they have been waiting for. How do I make money you might ask?

One scenario is to come up with a high-end trading course yourself and sell that on your website but that would take years to develop and lots of funds. The other scenario is easier to achieve. The idea is simply what most marketers already doing in the internet marketing and other niches: Create a short but high-quality report and offer that for free in exchange for visitors emails. In short: Build your list in the finance niche and promote high-end CPA offer. And that is where the money is folks: **A responsive list in the finance/trading niche is worth more than pure gold.** You wouldn't even need to trade yourself as the money you make from promoting to your list will most certainly be greater than your profits from trading. And you simply promote Forex Broker, Binary Option Broker, Stock Broker, Trading Software, Trading webinars to your list. I prefer the broker commission, as this is pure, **Non-refundable CPA.** High-end. Highly profitable. **\$200, \$250, \$300 or \$400** CPA per new trader that opens a live trading account.  
**That's BigPants CPA !**

Here is my 9 action points to \$45,000 income

1. Research the finance/trading niche and get yourself familiar with trading yourself
2. Open a Demo account and start practicing
3. Come up with a cool trading strategy or trading trick
4. Put this into a short Ebook/report. Outsource when needed.
5. Offer that for free on your Pico-Niche page (see more to that topic below)
6. Collect Email address
7. Drive traffic and Start promoting
8. Collect money
9. Flip the site and rinse and repeat with a new site.

One important thing: You won't find ANY affiliate links in this report. I am sure you that you already have your own hosting, autoresponder etc already setup. I also won't go into details how to get hosting, develop squeeze page, implement autoresponder as you will find that in any decent internet marketing product.

Links to the brokers are also not affiliated. We are not earning any money when you click on our links. This is purely for your information.

## **2. THE MACRO-, MICRO- AND PICO-NICHE**

A niche is essentially a specific subject (Macro-Niche) and all the more specific sub subjects that relate to that main subject are called Micro-Niche. The Macro-Niche for BigPants CPA is : Finance or more precisely: Trading. But don't go out as yet and trying to get into that niche. That is way too broad. Creating a niche product 'Trading' wouldn't be as profitable as 'FOREX trading', 'Stock trading' or 'Binary Option trading' but it is still too broad. You HAVE TO to be even more specific. I call it the Pico-Niche. A Pico-Niche is even more precise and less broad. Let me show you how I have done it with a site and product I came up with a while ago:

**Macro-Niche:** Trading

**Micro-Niche:** Binary Option Trading

**Pico-Niche:** 60 Second Binary Option Trading

You have to find at least a micro niche in any of those broad financial macro niches. Even better would be a Pico-Niche. People are hungry for 'novel' trading tricks, strategies and other ideas how to profit from the financial markets. If you can come up with a product that targets this need you will make money. Keep in mind that opt-in conversion rates are much better for organic traffic. If the people find you rather you finding them, they are more likely to sign-up for your offer. So, it surely is worthwhile spending some time on this topic not only to find the right Micro- or Pico-Niche but also to register a domain exactly with your Pico-Niche. Google will be your best friend.

### **3. PRODUCT CREATION**

Product creation in the financial market is easier than you think. I have always used a combination of PLR products (or articles), own research, own experience, customer/client experience or reports (very effective). Compile everything and write a nice story around it. Most importantly: Give your visitors something to try, to test and to do. Not just words. Give them a strategy you have tried and developed. Give them a new indicator you have tested and how to use them properly. Give them something to do. Give them the information they are craving: To become a successful trader.

**What I have done is this:**

I have started to trading FOREX myself and developed a smart little way of predicting the market in a short time frame. Within minutes. This is known as scalping in the traditional FOREX industry. I have adapted this method to trade Binary Options as soon as Broker started to add the possibility to trade 60 Seconds Binary Options:

Trade Now Deposit About Us Asset Index Blog Guided Tour

REUTERS 77) EUR/USD 1.31087 (03:15 18.07) AUD/USD 0.91817 (03:15 18.07) NZD/JPY 78.54295 (03:00)

High/Low 60 Seconds Option Builder One Touch Pro Trader

**ASSET**

USD/JPY AUD/USD

EUR/JPY EUR/USD

EUR/AUD

**INVESTMENT**

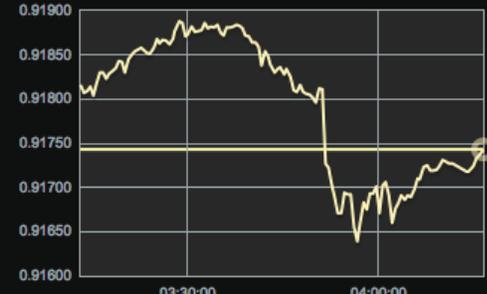
\$ 5

\$ 25

\$ 50

\$ 100

\$ 200





**CALL**

**70% In Sixty Seconds**

**0.91743**

**PUT**



Asset	Positions	Entry Rate	Current Rate	Payout	Time
AUD/USD	^	0.91744	0.91743	0	<b>43</b>
AUD/USD	^	0.91736	0.91743	850.0	<b>32</b>
AUD/USD	^	0.91736	0.91743	850.0	<b>21</b>
AUD/USD	^	0.91735	0.91743	850.0	<b>12</b>
AUD/USD	^	0.91732	0.91741	850.0	WON
AUD/USD	^	0.91728	0.91744	850.0	WON

That's right. Predict if the price of a stock, commodity or currency pair will be higher or lower within 1 minute after execution of the trade. It's harder than you think it is but with the right strategy it's possible. You risk \$500 (or \$50, or \$5

even depending on your bank roll) and if the direction of the price move is what you have predicted you will get 70% (!!). Yep, that's \$350 so you will get back your \$500 initial investment plus \$350 return = \$850. If you do this a few times a day you can get filthy rich. See the graph above where I made multiple \$350 returns in a few minutes. So, I put my strategy together and wrote a short Ebook about it how to profit using 60 seconds binary options and started to collect emails on my site. It took me a few days to get everything together. If you are not a trader or a finance expert, don't worry, you can always outsource and find someone to write for you. Sites like <http://freelancer.com> or <http://elance.com> are well known and I am sure you have heard or even used them before. But keep in mind that you do not need a high-end super product to get subscribers to your list. All what you need is a short report. I would highly encourage you to get on board and learn about this industry as this is where the money is. CPA offers in the finance and trading industry are insanely profitable. The good news is that everybody can profit from the financial market. There is basically no saturation. The same is true for educational information products targeting this niche. If you have a cool method, strategy and alike – Put it together and share with your peers. **They are HUNGRY to get your information.** If you are not familiar with the trading industry just spend a few days reading about it. You can find first class information at those sites here:

<http://ezinearticles.com>

<http://www.investopedia.com>

<http://finance.yahoo.com>

<http://www.investing.com>

<http://www.marketwatch.com>

<http://www.bloomberg.com>

<http://forexfactory.com>

Of course don't simply copy and paste, but do your research, try out some strategies and put together a small report. That's for your site to give away to your visitors. Remember: All you want is their email and a responsive list in the financial market niche is worth more than pure gold. Build the list with a quality short report and teach your visitors what they don't know. It's easier than you think. I have done that a few times and came up with small little tricks how to tackle the trading. If you have your list you can start to promote and I will show you that in the next chapter.

#### **4. CHOOSING HIGH-END CPA OFFER:**

The good news is: **You do NOT have to jump through hoops to get accepted in high-paying CPA offers in the financial/trading industry.** In fact, quite the opposite is true. The brokers are contacting YOU to get you on board. They are the ones jumping through hoops to get you on board and you have all the negotiation power to get the best possible CPA deal. Compare that with regular CPA networks. Have you tried to ever get accepted into one of the regular CPA networks. As a newbie it is almost impossible to get accepted unless someone refers you. They call you and want to know everything about your business and website and how you want to drive traffic and how much money you want to invest etc. Ridiculous! And then you even get \$0.50 commission per successful email submit. That is beyond a joke. The finance industry is different. Don't be worried that they don't accept you. Ever!

The majority of CPA offers in the trading industry work that you are getting commission when you refer a new trader that opens a LIVE account. That means the trader has to make an initial deposit for you to get your commission. But most

of them do as they are all interested in trading. Normally the initial outlay is around \$200-\$250 so easily affordable for newbie traders. Make sure you check the condition with your respective broker before you promote. To give you an idea what potential CPA offers to promote, I have divided this chapter in a number of sub-chapters: FOREX Brokers, Binary Option Brokers, Binary Option affiliate networks and CPA networks offering trading software and tools. And I will only report on the brokes I have worked with in the past. There are many more out there. But one word of caution: There are also reports of Binary Option Brokers going bust. Not only that some of the traders deposits went into a black hole, but also the commission many affiliates had earned by promoting those brokers got wiped out. So you have to do your research about a broker before you start promoting them.

## **4.1. FOREX BROKERS**

### **4.1.1. ETORO:**

I basically haven't promoted many FOREX Broker but the one that I have promoted years ago and that continuously delivered high conversion rates is etoro.com (<http://www.eturpartners.com>). It's a social trading site where beginners can follow the trades of other more experienced traders and learn a long the way. This is also is a great information source for studying the market and learn for your product creation. Again, the link above is not an affiliate link.

## 4.2. BINARY BROKERS:

### 4.2.1. NRG BINARY

NRG Binary (<http://NRGBinary.com>) is a more established broker and I have not only promoted them to my list but also traded live accounts with them and never got disappointed. They have a real good team of affiliate managers that you can talk to via Skype. Conversion rates are high. With CTR of 20.91 % leading 646 visitors from which 459 were unique, from which 22 opened an account and 5 deposited funds to start trading. **That's an EPC of \$3.80.** Compare that to a email submit offer that maximum have an EPC of \$0.20 - \$0.27.



Clearly, this is the stuff you want to promote with CPA. NRG Binary has now a minimum deposit of \$350 and does not take US traders. Please refer to their affiliate/partner website for updates.

### 4.2.2. BEE OPTIONS

BeeOptions (<http://BeeOptions.com>) is a relatively new option broker and they are doing really well. I was lucky to get involved with them early and got some

great commission checks from them. In fact even met with them personally when I was in TelAviv and we caught up for a drink. They are trustworthy broker to promote.

### **4.2.3. REDWOOD/TRADERUSH**

Redwood Binary and Traderush (<http://traderush.com>) are basically one company. The only difference is that Redwood takes US traders whereas Traderush doesn't. Due to tight regulations in the US many brokers do not take US trades. If you target mainly the US market please make sure that the broker you will be promoting does take US traders. Call them or ask for a call back or schedule a skype conference with their respective affiliate manager. That's an important fact you need to consider when you are promoting your CPA offers and where your traffic is coming from.

### **4.3. BINARY BROKERS AFFILIATE NETWORK**

If you don't want to directly negotiate deals with Binary Option Brokers, you still can promote them through Binary Option affiliate networks that have access to special offers in the Binary Options industry. They offer clients higher CPA, CPL & Revenue Share deals with top Binary Options platforms. They are able to gain access to higher paying rates because they send combined so much traffic to these providers that they are willing to give these networkd special rates for our

clients. There are many Binary Option affiliate networks out there but I have only worked with VIP affiliates (<http://vipaffiliates.com>) and they are top notch. Talk to Timothy Salomon and he will tell you everything you need to know. The pros of using a network is that you don't have to wait and chase any commission with a number of different brokers but you will get paid by VIPaffiliates for all your efforts. They also have some deals that might be better than you can directly negotiate and some are not. Just look around. I have had brokers offering better deals than within affiliate networks but also much better deals with them as some brokers only offer the really high CPA commissions to those that bring in high traffic volumes. If you start out it might be problematic to get good deals. Then it's a good choice to get everything through VIP affiliates. There are other Binary affiliate networks out there that I don't have any experience with. Be careful though the trading, Forex and especially the Binary Option industry is full of scammers. Another positive for using binary option affiliate networks is that it is unlikely that they promote scam brokers. Or brokers that have gone bust and left not only traders but also affiliates with nothing. Bottom line is that I highly recommend that you start with a network and then you can always later change some links if you were able to get a better deal.

#### **4.4. TRADING PRODUCTS AND CPA OFFERS:**

##### **4.4.1 CLICKSURE.COM**

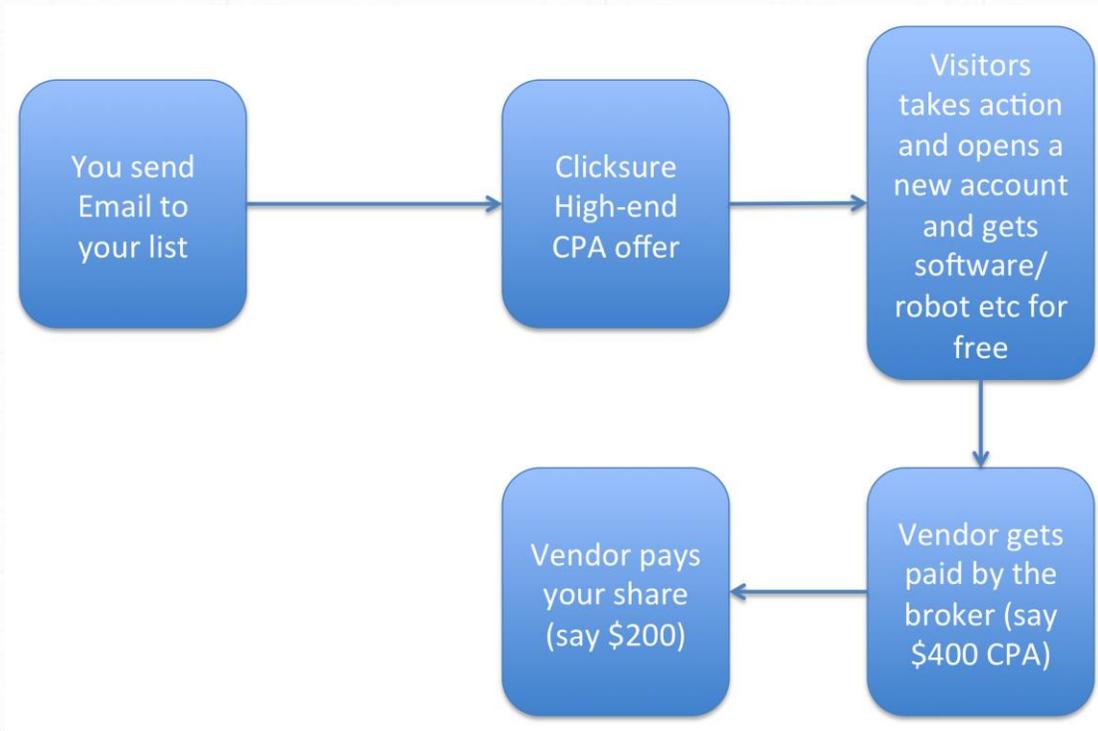
By far my most favourite high-end CPA network. The guys from Clicksure.com (<http://clicksure.com>) are super professional, fast payouts and they never lack of new products in the finance industry. Lately there have been maybe a few too many in the Binary Option niche but there are some really good products out that are worth to promote. Have a quick look in the Market Place and you see directly what kind of products are popular. CPA's from \$200 to \$250 without refunds. See the graphic below:

Cost per Action - CPA		Cost per Lead - CPL		Cost per Click - CPC		Cost per Sale - CPS	
19	\$4,210.00	0	\$0.00	0	\$0.00	N/A	\$0.00

Click Date	Action Date	Action ID	Action	Type	Payout	Campaign Name
2013-08-21 04:18:16	2013-08-26 16:03:26	1691553	Sale	CPA	\$250.00	Secret Method - Binary Options
2013-08-21 12:11:12	2013-08-26 10:18:09	1689523	Sale	CPA	\$250.00	Secret Method - Binary Options
2013-08-22 18:28:57	2013-08-22 18:54:11	1628783	Sale	CPA	\$250.00	Secret Method - Binary Options
2013-08-21 14:20:31	2013-08-22 12:32:07	1625013	Sale	CPA	\$250.00	Secret Method - Binary Options
2013-08-21 16:30:27	2013-08-21 18:32:07	1610653	Sale	CPA	\$250.00	Secret Method - Binary Options
2013-08-21 09:53:16	2013-08-21 17:51:29	1609863	Sale	CPA	\$250.00	Secret Method - Binary Options
2013-08-21 14:35:14	2013-08-21 14:56:28	1608043	Sale	CPA	\$250.00	Secret Method - Binary Options
2013-08-21 10:40:00	2013-08-21 11:11:17	1606113	Sale	CPA	\$250.00	Secret Method - Binary Options
2013-08-20 19:52:42	2013-08-20 22:01:55	1594333	Sale	CPA	\$250.00	Secret Method - Binary Options
2013-08-20 16:54:11	2013-08-20 17:26:30	1590363	Sale	CPA	\$250.00	Secret Method - Binary Options
2013-08-20 09:29:41	2013-08-20 09:56:59	1586533	Sale	CPA	\$250.00	Secret Method - Binary Options
2013-08-20 03:59:25	2013-08-20 06:36:42	1583423	Sale	CPA	\$250.00	Secret Method - Binary Options
2013-08-20 05:06:30	2013-08-20 06:36:41	1583393	Sale	CPA	\$250.00	Secret Method - Binary Options
2013-07-26 04:32:45	2013-08-18 17:47:21	1547733	Sale	CPA	\$160.00	Wall Street Exposed
2013-07-26 03:46:50	2013-08-14 23:22:36	1435763	Sale	CPA	\$160.00	Wall Street Exposed
2013-07-27 08:29:47	2013-08-13 07:32:28	1356243	Sale	CPA	\$160.00	Wall Street Exposed
2013-07-26 21:13:46	2013-08-12 03:17:27	1275443	Sale	CPA	\$160.00	Wall Street Exposed
2013-07-26 08:13:17	2013-08-09 01:07:58	1156143	Sale	CPA	\$160.00	Wall Street Exposed
2013-07-26 05:18:44	2013-08-01 19:03:29	879993	Sale	CPA	\$160.00	Wall Street Exposed

How can they offer those high CPA's? The idea is the following: Some clever trading expert come up with a great trading software, robot, copy trader etc. A visitor to their website will get this software for free if they open up (and fund) a new broker LIVE account (to open a demo account does not count). They have negotiated deals directly with their brokers and due to a high volume they will get **\$350-\$400** sometimes even more and therefor they can share their broker CPA commission with their affiliates (sub-affiliates so to speak) people like you and me. Think about it. You could put all your effort into promoting brokers directly to your list and maybe make \$250-\$300 per new trader. Or you promote indirectly to the broker via the products offered on Clicksure.com, get also \$200-\$250 and

you can tell your visitors that they will receive a free amazing software. That's a perfect win-win situation. In fact, it's a win-winwin- win as broker, vendor, affiliates and the new trader all profit from this scenario. The next graph explains it more in detail:



ClickSure
Dashboard
Transactions
Analytics
Marketplace
Affiliate Account ✉

RevShare Paychecks
CPA Paychecks

### CPA Paychecks

Estimated Paychecks

Payment Week	CPA	CPL	Amount	Voids	Net Amount	Payment Date
Week 5	0	0	\$0.00	\$0.00	\$0.00	17-Oct-2013 (Thu)
Week 4	0	0	\$0.00	\$0.00	\$0.00	10-Oct-2013 (Thu)
Week 3	0	0	\$0.00	\$0.00	\$0.00	03-Oct-2013 (Thu)
Week 2	1	0	\$250.00	\$0.00	\$250.00	26-Sep-2013 (Thu)
Current Week	4	0	\$1,000.00	\$0.00	\$1,000.00	19-Sep-2013 (Thu)
Past Week	11	0	\$2,750.00	\$0.00	\$2,750.00	12-Sep-2013 (Thu)
Total Values	16	0	\$4,000.00	\$0.00	\$4,000.00	

Confirmed Paychecks

Carried Fwd	Actions	Amount	Voids	Net Amount	Payout	Payment Date	Status	Acc. Balance
\$65.00	11	\$2,750.00	\$0.00	\$2,815.00	\$2,815.00	12-Sep-13	Pending	\$0.00
\$0.00	1	\$65.00	\$0.00	\$65.00	\$0.00	05-Sep-13	Threshold	\$65.00
\$0.00	0	\$0.00	\$0.00	\$0.00	\$0.00	29-Aug-13	-	\$0.00
\$160.00	4	\$640.00	\$0.00	\$800.00	\$800.00	22-Aug-13	Paid	\$0.00
\$0.00	1	\$160.00	\$0.00	\$160.00	\$0.00	15-Aug-13	Threshold	\$160.00
\$0.00	5	\$920.00	\$0.00	\$920.00	\$920.00	08-Aug-13	Paid	\$0.00

I have promoted many different Binary option products on clicksure.com to my list and it works every time. Different products have different CTR and EPC's but just try and see what works. If you start promoting these high-end non-refundable CPA offers to your list you will make a killing.

#### **4.4.2.CLICKBETTER**

Clickbetter.com (<http://clickbetter.com>) is another great option for promoting secondary option or trading products. I have used them to promote to my German trading sites and they have converted well. Just search for some binary and forex products and sort them by CPA high to low. You will see products with \$300, \$270 and \$200 CPA.

Search Marketplace

SUBMIT

All Categories  
 Current Category

Displaying result 1-10 out of 33(pg 1 of 4) Result per page:

Marketplace home

Product Type:   
 Sort Results By:

High to Low  
 Low to High

## All Products

**German Binary Robot**
**AVG\$/SALE** **\$250.00**

Norb is back! Go to <http://germanbinaryrobot.com/affiliates> We have real life footage of Norbert teaching binary options! Filmed with students and him talking about his seminars = Pure gold! Whopping 250 CPA per signup, zero refunds! <- INSANE 8.9 EPC'S GUARANTEED! Watch the salespage video.. you will be sold

**PROMOTE**

---

Product Price: USD 250
CPA Payout: \$250.00
Vendor: norbertrobot
Payment: NET 27
Countries

**Binary Options Signals Software (\$200 CPA) - 1 In 5 Conv...**
**AVG\$/SALE** **\$200.00**

"Profit In 60 Seconds" - revolutionary Binary Options signals software. Affiliates make more money with us than any 5 offers COMBINED! Here is proof (never shown before) that will blow your mind: <http://www.profitin60seconds.com/affiliates>

**PROMOTE**

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Product Price: USD 200
CPA Payout: \$200.00
Vendor: forexpro
Payment: NET 20
Countries

**Binary Turbo - 60 Day Money Back Guarantee - Limited Copl...**
**AVG\$/SALE** **\$15.57**

They had some issues with paying affiliates and the cheque with my commission bounced so my bank charged me a \$40 fee for that. I have contacted clickbetter.com and they have said they have changed from cheque system to direct wire system and put the money in my account straight away. I haven't used them since but it seems they have rectified their payment problems.

## **5. TRAFFIC GENERATION:**

You could simply look for some great WSO for some serious traffic generation. I have learned over the years what works and what doesn't. I don't claim to be an expert but I what I know is that mix of SEO, social media, media buying, banner

worked very well. So in a nutshell I have used SEO techniques on a tight keyword niche (Pico-Niche) and I have outsourced the SEO linking part. Just refer the next chapter. I have also used social media and bought FB ads with moderate success. Newsletter ads and traffic exchange have also been utilised and they also brought in lots of visitors and opt-ins. I believe in one thing that traffic generation has to be customised to your product and service. I know for a fact that traffic generation in the finance niche is not as easy to get and way more expensive than in any other niche. You have to keep this in mind when planning for this.

## **5.1. SEO**

This is of course the Holy Grail and makes to select a micro-niche more important. You can find tons of products how to do SEO and it is an ever changing field. I am not an expert but I will show you what I did and that has helped to get my niche site on page one of Google. Your best friend for SEO is this site: <http://Fiverr.com>. Search for SEO and make sure you sort your results as 'High Rating' as people have used them before and these providers have received great reviews. Then select some of the link building offers like 30 PR4 links, SEO backlink pyramid, etc. I have purchased about 3-4 of such gigs and I can't recommend them highly enough. It will take some time before your site has been picked up.

The screenshot shows the Fiverr website interface for a search query 'SEO'. At the top, there is a search bar with 'SEO' entered and buttons for 'Join', 'Sign In', and 'Start Selling'. Below the search bar is a navigation menu with categories like 'Graphics & Design', 'Online Marketing', 'Writing & Translation', etc. The main content area displays 'Search results for 'SEO'' and 'Search for users containing 'SEO''. On the left, there are filters for 'All Categories' (listing various SEO-related services with counts) and 'Seller Level' (listing 'New Seller', 'Level One', 'Level Two', and 'Top Rated Seller' with counts). The main grid shows six gig listings, each with a video thumbnail, a title, and a price tag of '\$5'. The listings include services like 'I will drive UNLIMITED genuine real traffic to your website for one m...', 'I will do SEO Backlinks pyramid', 'I will manually Do 50 PR10 SEO Safe High Page Rank Backlinks Edu', 'I will send UNLIMITED real traffic to your website for 50', 'I will manually do 30 PR9 Safe High Pr Backlinks dofollow edu', and 'I will drive UNLIMITED genuine real traffic to your website for'.

Seriously folks, I have done that and for my micro niche keywords: 60 second binary Option I was on page 1 on Google and got a lot of subscribers through organic searches.

## 5.2. FORUM MARKETING

One word: Don't ! It's hardly worth your effort as people in those forums are very skeptical to any finance products that are coming out of the blue. They would not even look at it and if they do, they would smash it in no time. You can better use your time differently. If you however are already engaged as a forum member you can add your link into your profile or signature. But I haven't done it and I can't comment how effective it is but you always have that choice.

### **5.3. SOCIAL SITE TRAFFIC**

That is big and there are a gazillion of products out there telling you how to market on social media sites, especially Facebook. I have read many of them and in fact tried a lot of techniques. Let me tell you that much, the cost per click you pay on FB to promote your site and product in the finance niche is ridiculously high. \$4.50 per click? Even with geo-targeting, interest, income, demographics etc. That's not profitable for any niche and I have stopped doing it. But what I have done is this creating FB fanpages, post to fanpage and choose the boost option. Have you seen those "Boost Post" option. Just click and on it when you have created your post to your fanpage and you have a great choice of targeting. Essential is geo-targeting. I have once spent \$20 on a "Boost Post" campaign and seriously got a lot of likes, comments etc but the traffic was only from Vietnam that did not convert well with the broker CPA offers. Therefore, make sure you geo-target your boost post to countries that particular offer is designed for. Study some books on social traffic marketing and try some campaigns. But be aware that the CPC can be high for finance keywords.

## 5.4. TRAFFIC EXCHANGES

Am I talking about a traffic generation method of the early 2001 ? Haha ... Yes, indeed that's the one. I use traffic exchanges as part of the traffic mix for any of my websites. I have used it and it works well. Traffic exchanges are normally networks that show ads, banners, etc to their members that earn credit points for viewing those ads and banners. If you have enough credit points you can either exchange those to show your ads or you can also cash in and withdraw money. I am not saying you should sit hours in front of your computer viewing millions of ads. No, that would be waste of time. What I have done is this: Head over to eBay and search for 'website visitors', 'traffic', 'traffic exchange' 'newsletter' etc on eBay, buy for a couple of bucks 10,000, 100,000 or even more visitors, newsletter ads, banner impression, or simply credit points you can exchange to different ads within the network. We all know that those visitors are not necessarily all unique visitors and surely not always the best quality traffic but I always check out the network site directly before and they should tell you mostly how many members these networks have. If a network has only 50 members and you bought 1,000,000 views, well then you guarantee that you won't get many opt-ins from that. But if you did buy 1,000,000 views in a network with a few thousand members – that's definitely a good investment. I have got hundreds of subscribers with that method and I will always use that in my marketing mix.

## 5.5. MEDIA BUYING:

There are so many sites out there. What I have used is only one media buying website as they combine many others: <http://www.yesup.com> I have only used Clicksor ads for contextual advertising and spent \$40 on some ads but there are some other serious players you could try. I would always test with a small campaign and scale it up down the track.

	<b>Clicksor.com</b> -Contextual Targeting Advertisement Service Deliver The Most Targeted Display Ads Based On Keywords and Channel. <a href="#">Learn More</a>	Min Price \$0.05 / CPC \$0.50 / 1000CPM \$0.008 / CPV \$0.005 / CPI	<a href="#">Subscribe / Join</a> <a href="#">Website &gt;</a> <a href="#">Contact &gt;</a>
	<b>YesAdvertising.com</b> -CPA Advertising and Publishing Services Offering performance based advertising by generating leads (CPL) for advertisers. <a href="#">Learn More</a>	Min Price N/A	<a href="#">Subscribe / Join</a> <a href="#">Website &gt;</a> <a href="#">Contact &gt;</a>
	<b>InfinityAds.com</b> -Pop-Under Internet Advertising Services Provide quality CPV/PPV Full Page Pop Under traffic for advertisers through different <a href="#">Learn More</a>	Min Price \$0.004 / CPV	<a href="#">Subscribe / Join</a> <a href="#">Website &gt;</a> <a href="#">Contact &gt;</a>
	<b>XXXWebTraffic.com</b> -Online Adult Advertising and Marketing Services Provide advertising services that allows you to customize the different targets, <a href="#">Learn More</a>	Min Price \$0.25 / CPC \$1.00 / 1000CPM \$0.006 / CPV \$0.010 / CPI	<a href="#">Subscribe / Join</a> <a href="#">Website &gt;</a> <a href="#">Contact &gt;</a>
	<b>XTargeting.com</b> -Local Advertising Services Provide advertising services that helps you build local businesses online to run your <a href="#">Learn More</a>	Min Price N/A	<a href="#">Subscribe / Join</a> <a href="#">Website &gt;</a> <a href="#">Contact &gt;</a>
	<b>EmailServing.com</b> -Email Marketing Service Direct email marketing services with easy to use tools and features to create <a href="#">Learn More</a>	Min Price \$7.00	<a href="#">Subscribe / Join</a> <a href="#">Website &gt;</a> <a href="#">Contact &gt;</a>
	<b>BannerCenter.net</b> -Banner Design Service Have professionally designed animated and static banners made for specialized online <a href="#">Learn More</a>	Min Price \$19.99	<a href="#">Subscribe / Join</a> <a href="#">Website &gt;</a> <a href="#">Contact &gt;</a>
	<b>SeoToolsCentral.com</b> -Free web-based SEO tools	Min Price Free	<a href="#">Subscribe / Join</a>

## 5.6. CO-REGISTRATION:

That's something not everyone is comfortable with using but I have used this method and although I build a separate list that also brought in CPA

commissions, co-registration should never be your only element in your marketing efforts. What I have done is this: I have bought a small amount of co-registrations from <http://multiplestreammktg.com> and <http://optintelligence.com>. I have kept a separate list for both co-regs as you can't promote to your coregs in the same way you do to your regular opt-ins. Co-regs are usually less responsive and you have to educate, train and keep them happy. You have to warm them up to your offer, service whatever you are promoting. Something that takes more time but I can tell you that I got a number of CPA commissions purely from my co-reg list. So it certainly works, but as mentioned above it's something that shouldn't be solely used in your marketing.

## **5.7. NEWSLETTER ADS**

This is another grand option to advertise your product. I have used newsletter ads and bought a number of ads and banner impressions. By far the best service when you shop for newsletter ads is this site: <http://buysellads.com>

They have so many websites that sell ads. Categorized and also with very sophisticated stats. So, imagine you want to advertise your finance product on one of the major pages. Look for Business/Finance and then select a site with good traffic.

## Business &amp; Finance

 AD TYPE: [Display](#) [Tweets](#) [Email](#) [RSS](#)
[Featured](#) [View All](#) [What's Hot](#) [Just Added](#)
[Refine](#)

 WHAT'S HOT [SEE ALL >](#)


Website	Impressions
The Next Web	4.03M Impressions
Histats.com	10.34M Impressions
WickedFire	426k Impressions
Heavy Equipment Forums.com	924k Impressions

	<b>IBTimes</b> 104.59M monthly impressions
	<b>Investing.com</b> 19.14M monthly impressions
	<b>Search Engine Watch</b> 5.34M monthly impressions
	<b>The Next Web</b> 4.03M monthly impressions
	<b>Digital Inspiration</b> 2.23M monthly impressions
	<b>Click7</b>

	<b>Lifehack</b> 21.13M monthly impressions
	<b>Histats.com</b> 10.34M monthly impressions
	<b>BlackHatWorld</b> 5.12M monthly impressions
	<b>Web Stat, Valuation &amp; SEO</b> 2.25M monthly impressions
	<b>Who Unfollowed Me</b> 2.17M monthly impressions
	<b>CoinDesk</b>

## RELATED BUNDLES

**SEO & Marketing @Tweets** [learn more](#)

Use twitter's inherent benefits to spread the word, by targeting influential leaders in the SEO & Marketing fields.

326k followers 4 placements

**SEO & Marketing** [learn more](#)

Search engine optimization, marketing, and web professionals make this bundle perfect for affiliate products.

2.28M monthlyimps. 13 placements

Investing.com for example comes up as a page with 19.4 million impressions per month. That's impressive traffic. You will also get more information about how many unique visitors, male/female percentage and much more. Targeting is everything these days. One word of advise though. I tried a number of the smaller sites not directly in the finance niche but more in the opportunity seekers/business niche. That worked well. My advice is try it and buy some test ads from some smaller sites. Not only banner ads but solo ads and newsletter advertising. Don't blow your advertising budget.



Investing.com: *Leading Financial Portal*

[www.investing.com](http://www.investing.com)



19,140,000  
MONTHLY IMPRESSIONS

CHANNEL: BUSINESS & FINANCE

Member Since December 2012

Investing.com is the international financial portal founded in 2007. With 18 distinct language sites, each with its own local content, and 3M unique visitors per month, Investing.com is the go-to source for up to date financial information worldwide.

Investing.com provides financial news, in-house technical analysis & investing tips, real-time quotes & streaming charts, financial tools, a broker directory, and an economic calendar. The site provides in-depth information on currencies, indices, stocks, futures, options, commodities, and rates & bonds.

Details:

- 3M unique visitors worldwide
- 35M page views
- Affluent audience
- 82% male / 18% female
- 80% are between the ages of 25 – 54

.Ads will appear on the following sections:

Homepage, Forex, Stocks, Markets, Commodities, Indices, Futures, Bonds, Charts, News, Economic Calendar, Opinions, Trading Tips, Analysis, Social Trading, Brokers, Directory, Currencies, Education, WebTools, Personal Finance, and Investment.

\* This website allows animated ads.

## 5.8. POP UPS POPADS:

<http://PopAds.net> is an advertising network specialised in unblockable pop-uppers. I have booked a number of campaigns with them and I do recommend them that you try it out. The best thing is that they do have very reasonable prices: Bidding starts at \$1.00 USD per 1,000 pop-uppers. That's a lot of traffic for just a buck. One word of warning though. They will deliver your ordered traffic very quickly. I remember that my site admin called me on a Sunday afternoon as my site crashed the server a few times. I had on my landing page a light box popping up that utilised a script. Popups delivered the traffic so quickly that it was too much to load every my script and the server couldn't cope. I had to quickly deinstall this script on my site. So, if you book traffic, make sure your site can handle it and maybe choose a longer time period to deliver the traffic. If you start creating a campaign make sure you select "Good quality and better" for the traffic source. That's very important. Do not select lower quality than that. It's not worth the money.

<b>Quality:</b>	Good quality and better
	All websites + external traffic
	Any quality (all websites)
	Low quality and better
	Average quality and better
	Good quality and better
<b>Frequency Cap:</b>	High quality and better
	Top quality only

Popads.net have advertisers from more than 50 countries, including North America, Western Europe, Australia, India and Southern Asia. You can select your demographics very precisely.

## 5.9. MOBILE ADS

Many products have been released in recent years showing that mobile traffic is next big thing. I don't agree with that at all. I have used a number of mobile network like <http://BuzzCity.com> and <http://DNTX.com> as mobile traffic provider and the results are shocking. One word of advice: Don't bother. I did a small test campaign on a new site and have spent \$50 with both traffic provider each and I got 22 (!) combined sign ups. That's pathetic but what's even more disturbing is the number of unsubscribers. For DNTX 19 (!! ) from 20 unsubscribed within a few days. What the heck? Yep, subscribers I received from DNTX had in my test campaigns the highest unsubscribing rate ever. I have no idea why as I have exactly used the same emails to list gained from other traffic sources.

List Name	Today	Yesterday	Subscribed	Unsubscribed
Binary Elite FB	0	0	1	0
binaryelite_60	0	0	26	18
binaryelite_buzz	0	0	20	19
binaryelite_DNTX	0	0	2	6
binaryelite_main	0	0	19	1
BinaryElite_Solo	0	0	10	0

I am not sure whether it's a problem with trading and mobile use? I know for a fact that many traders exclusively use their desktop devices and not their tablet or mobile phones. You simply can't see charts and follow financial news release etc. Therefore, for the finance and trading niche, I would highly stay away from mobile ads.

## 6. FLIPPING YOUR SITE

After approximately 12 months I decided to sell my site and entire business as I run out of time to promote. I was already in contact with a very interested potential buyer and when we negotiated the price the sale went ahead. \$12,000 cash via Escrow service to protect both buyer and seller. Perfect to get started with a new website, start trading, etc. It was a very easy transaction and the business was entirely written to the new buyer. If you don't have any direct interested acquaintances you can sell your site via website brokers like:

<http://www.websitebroker.com>

<http://flippa.com>

<http://www.ebizbrokers.com>

## 7. SUMMARY

In summary, I have generated \$33,000 over the course of 12 months with promoting BigPants CPA products and flipped the site for another \$12,000. That a total of \$45,000. Well, it didn't happen overnight and it took me approximately 1-2 hours per day but overall it's an \$100/day income. Here is again step-by-step what to do:

1. Create a free high-quality product in the finance niche/trading niche
2. Register your domain with your Micro-Niche or better Pico-Niche
3. Have a cool squeeze page that converts well.
4. Drive traffic
5. Do some research on the best CPA offers in the financial industry and brokers.
6. Promote to your list and enjoy the cash.
7. Flip the site And there you have it. Surely, BigPants CPA is NOT a simple "Click-and-forget- \$1-million-a-day- on-autopilot" business. You have to put some work into it but once you have build your list it works every time you promote. Once you have saturated your list with offers simply flip your site and create a new site. It's easy, but requires some work.