

PENNYTRAFFIC CASH SURGE

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• Greg Kononenko • Stefan Ciancio •

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PREFACE: WELCOME!

Dear Reader,

First of all, we want to say a massive **THANK YOU** for buying this guide.

Our names are Stefan Ciancio, Greg Kononenko...



Stefan Ciancio



Greg Kononenko

We are really excited to spend the next couple of hours with you to take you through our latest discoveries in list building through autopilot, cheap, Facebook traffic.

We will show you a really cool way to build your list at either very little cost or (after some tweaking) even while making money.

WARNING: The stuff we are going to show you is POWERFUL.

It is not common knowledge, it is not some rehashed garbage, it's stuff that works, and it works today, in June 2015. In fact, we use these exact methods in our business all the time.

That's why we are really excited to be sharing this information with you, because we know that if you take action and implement this you will find the course very, very valuable.

A bit about us...

Greg Kononenko: "I first started dabbling online around 2006, and bought a couple of information products explaining how to do Pay-Per-Click advertising. I picked a dog training product on Clickbank, drove about \$150

dollars' worth of traffic to it and made one sale with a commission of something like \$25.

Was it a failure?

Possibly, but it also proved to me that people buy stuff online and there is money to be made.

Since then, I tried a few different models... I built eBay mini-sites and did quite well off them. But just as things were getting good, Google de-indexed all of my sites.

I also tried creating tiny laser-sharp product review mini-blogs. Again, they did very well, but due to Google changes they kept getting de-indexed or just dropped off the first page of Google for no reason.

It was crazy - I never felt like I was in control of my business or my income.

I needed to find a way to be able to predict my income with certainty...

That's when I found list building.

Since 2013, I have been working with list building. And I have to say - this type of business has been the most successful form of online business that I have had so far.

The benefits are numerous:

- You have direct access to your list, and you don't depend on Google for traffic
- You are in control of your traffic and therefore in control of your income
- You can send an email and you can be pretty certain how many clicks your email will get
- If you have a funnel, and a monetization system in place, then all **YOU** have to worry about is driving more traffic into your funnel. The system will do the rest
- If you can grow your list, you can grow your income - there is no need to have a pretty website or to continue posting content on your site

Since 2013, I have built a huge email list in a couple of niches.

There are so many different ways to build a list, but nowadays, I'm loving the ability to generate fast, on demand, cheap traffic with Facebook. It's refreshing to let the traffic run by itself into my list, while generating me sales on autopilot.

That's why, if you don't yet have a list - I highly recommend you start building one TODAY!

And if for whatever reason list building is not your thing - you can still profit by using "Custom Audiences" which we also talk about in this guide ☺"

Stefan Ciancio: "I got started online selling physical products. Nothing glamorous - I was a reseller for products I found for cheap prices at garage sales and thrift shops. Not that I didn't love haggling with soccer moms to sell their sons old video games for big profits, but I felt like maybe I was onto something with the whole make money online thing.

I took to e-book publishing on Kindle, which was amazing to me, because the selling of digital goods meant no storing of inventory and instant shipping. How awesome is that?

Soon, I discovered the wonders of building lists. The true power of a list is incomparable, especially when you're free from Google changing one little thing and you losing your business overnight.

I now love list building and email marketing. I market to a couple of different lists on a daily basis. I also have released numerous products on the topics of list building and email marketing.

As Greg mentioned above, we really recommend you build a list!"

How did we get into Facebook Traffic?

Building a list through methods like free traffic means you have to wait a really long time to get results. How do we know? We tried forum marketing,

blog posting and commenting, and were met with really, really low subscribers over a decent period of time.

We wanted a way to use paid traffic that we wouldn't lose our shirts with, but that also allowed us to hit our subscribers in more ways than just the list, so we started using Facebook to filter our ideal subscribers (the ones that click on our ads) so with our system we can target them through emails as well as on Facebook. It's double the exposure, double the potential profits.

So we now want to share our learning's with you.

So please read the material carefully, absorb it all, follow the "assignments" at the end of each chapter and get ready to build a **MASSIVE LIST** and become a **FACEBOOK TRAFFIC MASTER!**

Your assignment from "Preface":

- Grab a beer (wine, coffee, or whatever your prefer)

Lastly...

If you are worried about whether it's going to work for you or not, then remember this:

The only sure-fire way to FAIL is to take no action

Without any further delay, let's get into the details!

To your success,



Stefan Ciancio



Greg Kononenko

TABLE OF CONTENTS

Disclaimer and Terms of Use	2
Preface: Welcome!.....	4
A bit about us.....	4
How did we get into Facebook Traffic?	6
Your assignment from "Preface":.....	7
Lastly.....	7
MODULE 1: Outline of the model	11
What's the point?	11
System Calculations	12
Your operating rhythm.....	16
Your assignment from "Module 1":.....	17
MODULE 2: What you need to get started.....	18
Domain and Hosting	18
Autoresponder	20
Instapage	20
Done For You Pack / Profit Ignition Pack.....	20
Your assignment from "Module 2":.....	21
MODULE 3: Hot Market Mastery.....	21
Your assignment from "Module 3":.....	23
MODULE 4: Irresistable Offer Mastery	23
Option 1: Digital Goods (Clickbank/JVZoo/Warrior Plus).....	23
Option 2: Free Trial Product Offers (CPA)	28
Your assignment from "Module 4":.....	31
MODULE 5: Your High Engagement Squeeze Page.....	33
What We Will Be Doing Different.....	33
Elements of the Page	34

Penny Traffic Cash Surge by Greg Kononenko and Stefan Ciancio

Where to get images	35
Technical setup – Creating your List	35
Technical setup – Survey Squeeze Setup	37
Autoresponder integration	46
Free visitor limit	51
API Integration / Single Optin	51
Done For You Pack / Profit Ignition Pack	52
Your assignment from "Module 5":	52
MODULE 6: Your PERFECTLY CALCULATED AUTO RESPONDER SEQUENCE	54
Technical setup – Auto Responder Series	57
Your assignment from "Module 6":	58
MODULE 7: The Irresistable Ad	60
Examples of ads	78
Note about FB Ads and some sites	79
Your assignment from "Module 7":	82
MODULE 8: Running The Numbers!	84
Your assignment from "Module 8":	85
MODULE 9: Scaling The Profitable Offers	86
Your assignment from "Module 9":	88
MODULE 10: Retargeting For Cheap Clicks - Your "Goldmine"	89
Your assignment from "Module 10":	90
MODULE 11: Profits Module	91
Option 1 – Email Marketing	91
Option 2 – Selling Traffic	91
Conclusion	93
Recap	93
What's next?	94

Penny Traffic Cash Surge by Greg Kononenko and Stefan Ciancio

How to contact us..... 94
THANK YOU! 95
Done For You Pack / Profit Ignition Pack..... 95

MODULE 1: OUTLINE OF THE MODEL

Hey, and welcome! So happy to have you with us and very excited to present to you our latest method of using cheap Facebook traffic to profit while building you a massive responsive list.

In this module, we will give you a very clear outline of how this model works.

If anything sounds confusing, don't worry: we will go through the details in the later chapters. Also, don't forget about our awesome Facebook groups where you can always ask for help:

Greg's group:

<https://www.facebook.com/groups/801157136614061/>

Stefan's group:

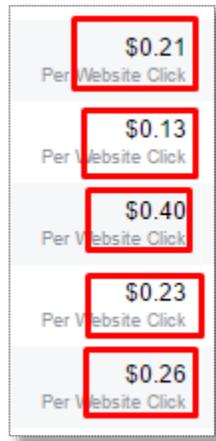
<https://www.facebook.com/groups/1576286345935061/>

What's the point?

The method that we are following and that we want to tell you about is how to profit from the ***3-step profit plan***:

- 1) Run Facebook ads to a targeted audience which links to a special "survey style" squeeze page, which has a retargeting pixel placed on it.
- 2) Send your new subscribers to an offer immediately, and their email will go to an auto responder which promotes several cherry picked affiliate of CPA offers in sequence.
- 3) Retarget the people who clicked from Facebook through to your survey style squeeze page in a custom audience on Facebook for ultra-cheap clicks.

Here are the sorts of ultra-targeted click price you can achieve with this system:



\$0.21	Per Website Click
\$0.13	Per Website Click
\$0.40	Per Website Click
\$0.23	Per Website Click
\$0.26	Per Website Click

And don't forget that the above clicks were all Tier 1 English Speaking countries, and the leads were super-targeted.

We will show you how to do it quickly, as well as how to profit from this.

On a tight budget? That's ok – we can start with a very low budget of just 5 dollars per day.

System Calculations

In all of our products we like to give you a really clear understanding on how this system works and how you can profit from the system,

So here, very early on, we want to do the same and explain to you exactly how this is going to work:

- This system works **in any niche**
- We will show you how to find really good offers in a variety of niches
- We will send traffic to those offers
- We will get the traffic **once**, but we will profit from it in **three different ways**:
 - Direct Facebook ads that go to a survey page and then redirect to an offer
 - Follow up email sequences that continue marketing to your list and sending them to offers
 - Building the Custom Audience via a pixel you place on your FB Ads landing page and the “Retargeting” your Audience

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- Generally, if the offer is good, you can expect to make anywhere from \$0.30 to \$1.00 per click that you manage to send to that offer
- FB Ads will cost you anywhere from \$0.30 to \$0.45 per click initially. Let's say you get 100 clicks at a cost of \$45 (worst case)
- Let's say you send them to a survey squeeze page and then get 25% of them to fill out the survey and submit their email to you (worst case)
- That would mean that you have captured 25 email addresses and have sent 25 people to your Offer (we will show you how to do that)
- Don't forget that since we are using a SURVEY landing page, these prospects will be VERY hot and they will REALLY want the offer you are sending them to
- These 25 people will generate \$0.30 - \$1.00 per click for you. Let's go with \$0.50 for simplicity. **That's \$12.50 made back already**
- We will capture all 100 people into our Retargeting Audience – the pixel will be placed on the landing page, so even if they don't leave their email address, we will still capture them – **THIS IS THE BEAUTY OF RETARGETING!!!**
- The 25 people who have opted in will then go into our 30-day follow up sequence
- The sequence in most niches will generate at least 2% click rate (usually much much more in niches like dating, health, diseases etc)
- So with 25 subscribers and the 2% click rate and 30 emails (once a day), we are looking at another 15 clicks over the course of 30 days. These 15 clicks multiplied by \$0.50 per click is another **\$7.50 made back** (plus the other **\$12.50 taking the total to \$20 already**)
- Now – Retargeting! This is the real power of this system. You will retarget these 100 people with ads, for 180 days.
- We find that our Retargeting Click Through Rate is around 5-10% over the course of 10 days. So using the minimum of 5% and those 100 people in the audience will give us another 5 clicks over the course of 10 days.

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- You will generally change the Ad every 10 days, so you will repeat the process 18 times for this Audience over the 180 day period that your Audience is alive. So that's 5 clicks x 18 times = 90 clicks
- These 90 clicks are likely to generate you another \$45 (90 x \$0.50 per click). Retargeting clicks are very cheap and will cost you approximately \$0.10 - \$0.20 per click, so at worst they'll cost you \$18 total, so you're in profit by \$27
- So if you add this \$27 to the previous \$20, and we have made back \$47 on the spend of \$45
- So... you made \$2... Excited? YOU SHOULD BE!!!! **You have just built your laser-targeted, T1, responsive email list WHILE MAKING A PROFIT**
- And don't forget – **all of the estimates above are very very conservative**... In fact, we are doing much better than that, but I just wanted to give you some realistic expectations and not over-hype the system
- Now... You have a list of 25 (conservatively) people who have finished your 30-day follow up sequence and you can continue marketing to them forever 😊
- Now just rinse and repeat – reinvest, buy more traffic, grow your list, and grow your audience
- When you have a list of 3,000 people who have finished your follow up sequence, you can send an email and with a Clickthrough Rate of 3% you can generate 100 clicks a day (in most niches outside Internet Marketing 3% is very conservative). So you can make around \$50 just by sending an email. Not bad!
- Then of course your aim will be to grow that list in size to at least 5,000 so that you can scale your business to \$100+ per day

It is all very possible, and remember the figures above are really conservative.

Guys, please do not underestimate this – the aim of the game here is to build your list at no cost.

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Because if you have a list – you have the traffic! And you can send an email, and you can get clicks which easily translate into dollars...

You can email your list any offer... Or you can simply sell those clicks as “Solo Ads” – more on that later.

So, here is just a quick glimpse of what I have been able to consistently achieve from having a list

Adsense:



A screenshot of an AdSense earnings report. The word "Totals" is visible on the left. The rightmost cell contains the value "A\$618.63" which is highlighted with a red rectangular box. The rest of the report is blurred.

(**had to hide the above due to Adsense TOS, but here is an example of what I make from Adsense sending my list to my blog posts)

WarriorPlus:

Hops	Sales	Hop Conv.	\$/Hop	\$/Sale	Total \$
10379	1422	14%	\$0.99	\$7.21	\$10,253.06

We are not showing this to brag... Just to point out what is actually possible if you have a list – just in case you got discouraged that you “only” made \$2 ☺

In fact, the exciting news is that you have BUILT A LIST at no cost!

There are a lot of benefits to the way we are doing this, namely, the retargeting pixel we place on the squeeze page allows us to build an audience of people who liked our ad enough to click on it, this is a retargeting audience, which means it’s going to be highly responsive to our ads.

Since our retargeting audience will keep growing over time, we will have a constantly larger audience of people to target on Facebook for high click rates, leading to ultra low click prices.

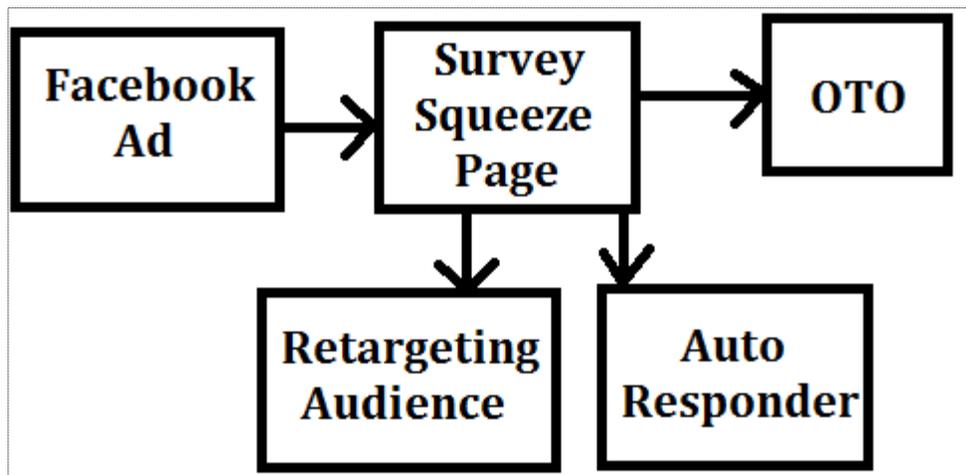
Cheap clicks are great, but the goal is to be able to profit from them. The lower your cost, the higher your potential profits.

That's why we will be showing you how to pick great offers to promote to them, and earning upwards a great return on investment.

The cheap retargeting clicks are amazing, but it doesn't stop there, because then our OTO and auto responder come in, because we will be capturing the emails of subscribers in addition to building our retargeting audience. The squeeze page we will be using allows for super high engagement, meaning the prospects are much more likely to make a purchase.

The beauty of this system is we have three platforms to promote to our highly targeted leads, the interactive survey squeeze page linking to OTO, our list AND our Facebook retargeting audience.

This image pretty much sums up the system.



Your operating rhythm

Here is how this business will work for you:

First, you will need to set up your funnel (survey squeeze pages, autoresponder, etc).

Once that is done, here is how you will operate:

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- Day 1: Buy FB Ad
- Day 1: Set up the 1st Retargeting Ad
- Day 1 – Day 5:
 - Let your funnel do the job
 - Traffic will start, people will fill out the survey and opt in
 - Your Autoresponder will be sending follow up emails (you don't have to do anything), generating clicks and making sales
 - Your Facebook account will collect the Custom Audience via the pixel
 - Your FB Retargeting Ad will get triggered to your Custom Audience, who will click and make sales
- Day 5: Check your FB Ad:
 - Working well? Scale up!
 - Not working well? Tweak if you are not getting \$0.45 or cheaper clicks
- Day 5-10:
 - Let your funnel do the job
- Day 10: Check your Retargeting Ad. If your "Frequency" is over 6-7, then change your retargeting Ad to a new offer (as it means that people have on average seen your offer at least 6-7 times by then)

As you can see, it is NOT a labour intensive method – it's all about setting up a smart funnel in place.

Which is good news for us, because we are as lazy as they come lol ;)

Your assignment from "Module 1":

- Understand the model that we are going to use
- Move on to Module 2

MODULE 2: WHAT YOU NEED TO GET STARTED

Here we will cover the basic setup that you will need to get started.

Domain and Hosting

If you already have these, then you can skip this section.

I recommend you register both the domain and the hosting together. The reason I recommend to do that together, is because you will generally get a great deal - as you read my example below, you will see that you can save around \$10 immediately that way.

Your Domain is the web address, for example Google domain is www.google.com

Hosting is a service that contains the information that your website consists of. The website consists of folders and files, just like the files on your computer.

The hosting company holds them for you, and makes them available to the whole world to browse.

So if someone types in yourdomainname.com into their browser, they will see your website - and your website will be shown to them by your hosting company.

You need hosting, there's no way around it :)

I personally use Siteground - they are an absolutely awesome company, and they are very cheap. I've been with other hosting companies (Hostgator and NameCheap Hosting), but SiteGround are cheaper and their websites are faster.

Get their cheapest package, it's only \$3.95 per month, and they will give you a free domain.

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You can get creative with the domain names, but I recommend registering one quickly so you don't waste too much time.

You may come across some popular names that are taken, so just keep searching till you find something that's available.

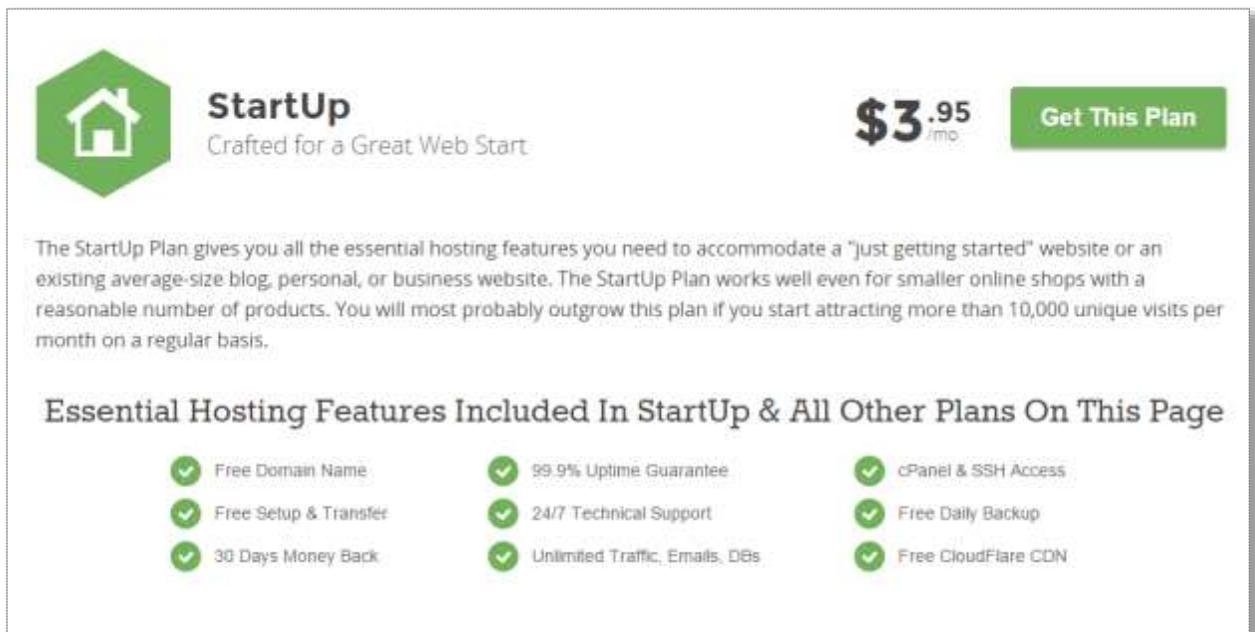
Something like "listbuildingwithgreg.com" or "myonlinetips.com" will work just fine.

Select the ".com" option - it's the best and easiest to remember.

Follow the prompts to buy and pay for it.

Your account should get set up in 1-2 hours, you'll get an email with advice.

The whole thing should only cost you \$3.95 per month - hardly anything. **(note - you will have to pay for 12 months upfront though).**



 **StartUp**
Crafted for a Great Web Start

\$3.95 /mo [Get This Plan](#)

The StartUp Plan gives you all the essential hosting features you need to accommodate a "just getting started" website or an existing average-size blog, personal, or business website. The StartUp Plan works well even for smaller online shops with a reasonable number of products. You will most probably outgrow this plan if you start attracting more than 10,000 unique visits per month on a regular basis.

Essential Hosting Features Included In StartUp & All Other Plans On This Page

- ✓ Free Domain Name
- ✓ Free Setup & Transfer
- ✓ 30 Days Money Back
- ✓ 99.9% Uptime Guarantee
- ✓ 24/7 Technical Support
- ✓ Unlimited Traffic, Emails, DBs
- ✓ cPanel & SSH Access
- ✓ Free Daily Backup
- ✓ Free CloudFlare CDN

[Sign up page here](#) (this is not an affiliate link).

If you don't want to pay for the whole year upfront, then you are very welcome to check out other hosting providers, such as www.Hostgator.com (not an affiliate link).

Autoresponder

In my view, there are only two real choices in the marketplace - Aweber.com and GetResponse.com

They are the only two serious competitors, and I strongly urge you to have an account with one of them.

While there are many other competing products out there (MailChimp and others), these two are by far the best - they offer the highest % of emails delivered, best functionality, good pricing, etc.

They have been in business for decades, and are not going away any time soon, so you can easily trust them.

So I suggest you make a choice and register for one or the other - it doesn't really matter which one. Personally - I use Aweber today.

Instapage

The type of squeeze page we will be building, the “survey style” squeeze page, will be done using a web site called Instapage.

This is a very easy to use. You can sign up at <http://www.instapage.com/>.

Instapage makes it very easy to push your squeeze page to Wordpress.

There is a free version which allows you to create up to one squeeze page at a time, and there are premium versions if you want to create more. However, if you want to push this page to your Wordpress, you will have to sign up for the Premium version.

Done For You Pack / Profit Ignition Pack

Don't forget, that to help you get started quickly, we have provided two option add-ons to the course:

- 1) Done For You Pack including:
 - a. Pre-researched profitable niches
 - b. Best offers to target in each niche

- c. Interests to target in FB Ads
- d. Done for you survey questions and headings
- e. Done for you ad images and ad copy
- f. Done for you 7-day follow up series

>> [Grab the Done For You pack here](#)

2) Profit Booster Pack including:

- a. Top 10 niches to promote
- b. Done for you 30-day follow up series in 2 niches
- c. 600+ Stunning Graphics (sales pages, banners, icons and tons of others)
- d. 50 Done For You squeeze pages with PLR rights
- e. Stefan's and Greg's previous products

>> [Grab the Profit Booster pack here](#)

Your assignment from "Module 2":

- If you have Autoresponder, Domain and Hosting - no need to do anything
- If you don't have them yet, register Domain and Hosting
- Sign up with Aweber or GetResponse
- Sign up with Instapage

MODULE 3: HOT MARKET MASTERY

Picking the right market, or niche, is fundamental to earning successfully online. After all, some markets (niches) are full of lots of buyers, and others aren't.

We primarily deal with the I.M./M.M.O. (Internet Marketing/ Make Money Online) niches, but we will cover with you your "best bet" niches and how to pick a sub-niche within those.

At the highest level, your profitable niches are basically the following:

- Health
- Wealth
- Romance

These are your top level niches. From here, in order to have an even more targeted audience, you will want to choose a sub-niche. For example, here is a list of sub-niches inside the Health niche:

- Lose Weight
- Get a Six Pack
- Vegetarian Diet
- Obtain a Flat Stomach

Just for the sake of understanding what we're saying, here's how it would look inside Wealth for finding sub-niches:

- Make Money Online
- Stock Trading
- Real Estate House Flipping
- Forex Trading

Now, I think you see what we are saying you need to do. Once we pick a niche and sub niche, we will want to do some research of what people want to buy within these niches. For example, what are their problems, dreams, and fears?

If you can relate to their problems, they will trust you and see you as the authority on the subject, thus buying solutions you recommend.

One way to do this is check out Yahoo! Answers.

You can do so here: <https://answers.yahoo.com/>

When you click through to the Yahoo! Answers site, you will see a ton of different topics on the left, simply go through the topics that relate to your niche.

See what people are mainly asking about, and take note. You will see a lot of recurring questions, this means that this is a topic people are looking for help with in your niche of choice.

Once you have an idea of what your market is looking for, you are ready to start exploring offers that solve problems in your niche.

To give you an example, if you went into “Beauty and Style”, you’d find tons of “Am I Ugly?” and “Am I Pretty?” questions posted. Actually, MOST posts in that section are asking this question. If your sub-niche was beauty, you know people want a way to look pretty. What comes to mind for me immediately is make-up products.

Your assignment from "Module 3":

- Pick your niche
- Pick your sub-niche
- Find at least three well known problems people have in your niche

MODULE 4: IRRESISTABLE OFFER MASTERY

Now that you have decided on a niche, a sub-niche and have at least a general idea of the common problems that you will be providing solutions for, it’s time to explore the platform in which you will find the best offers to promote.

Option 1: Digital Goods (Clickbank/JVZoo/Warrior Plus)

Digital goods are usually how to guides, video courses, or things of that nature in which people can learn something relevant to what they are interested in.

Those who own a dog that they have trouble training could very well be interested in a course on super effective dog training techniques. This would be a digital good.

One of the best sites out there for finding affiliate products in almost any hot niche is Clickbank, www.clickbank.com.

You will find tons of different offers within clickbank, and it's important to understand how exactly to pick the best offers.

We usually like to use the following "sniff tests" when choosing potential offers to promote at Clickbank:

- 1) Gravity above 25
- 2) We genuinely would be interested in purchasing the product based on the sales video (it draws us in)
- 3) When we google the course, we make sure not to be met with lots of reviews saying "this product is awful" or "this product is a scam"

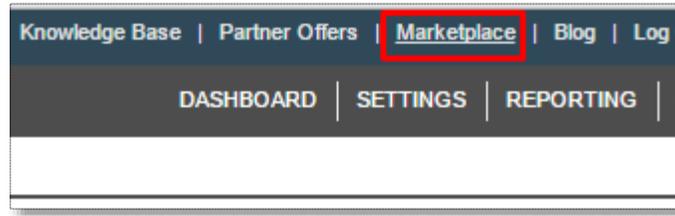
Note: We will not tell you that it's absolutely mandatory to buy and go through the course yourself (you can get it for a discount (or free if the commission is 100%) if you buy through your own affiliate link) but if you want to be completely ethical, this is a good idea.

Product quality is definitely important, and since you will be building a list, you want to maintain a good relationship with them, so recommending a bad product is not a good idea.

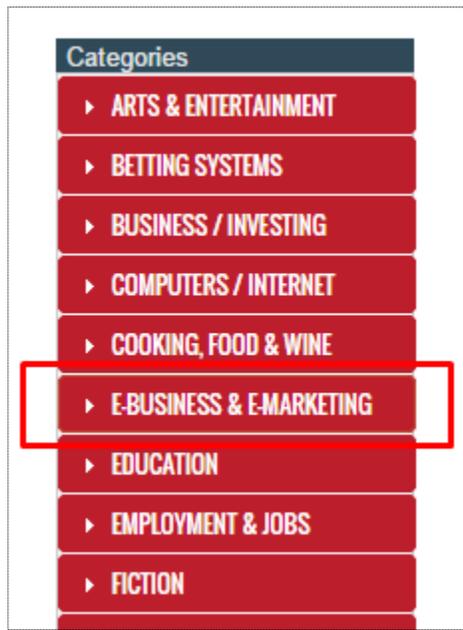
If the offer you are assessing passes through the above three "sniff tests" and clearly solves a problem in your niche, then you have likely found a perfect candidate to test out promoting in your funnel.

First you'll want to go into Clickbank marketplace:

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Then on the left hand side you'll want to click the “e-business and e-marketing” category:



... and the sort the results by Gravity:

The screenshot shows an affiliate product listing for "Google Sniper - The Record Breaker. #1 Converter & Avg \$/sale!". A dropdown menu is open, showing sorting options: Popularity, Avg \$/sale, Initial \$/sale, Avg %/sale, Avg Rebill Total, Avg %/rebill, and Gravity. The "Gravity" option is highlighted with a red box. The product details include an "Avg \$/sale" of 40.32 and a "PROMOTE" button. At the bottom, the stats are: Initial \$/sale: \$53.15 | Avg %/sale: 60.0% | Avg Rebill Total: \$94.45 | Avg %/rebill: 34.0% | Grav: 341.65.

If you're not sure what Gravity is – basically just tells you how many people have promoted this product and made a commission in the past 8 weeks.

This screenshot shows the same affiliate product listing, but with the "Gravity" value highlighted in a red box. The "Sort results by:" dropdown is now set to "Gravity". The "Avg \$/sale" is now \$140.32. The stats at the bottom are: Initial \$/sale: \$53.15 | Avg %/sale: 60.0% | Avg Rebill Total: \$94.45 | Avg %/rebill: 34.0% | Grav: 341.65. The category is "E-business & E-marketing - Affiliate Marketing".

So here you'll be able to see that Google Sniper currently has Gravity of 341 which means that in the past 8 weeks 341 affiliates have made commissions selling this product.

And of course they wouldn't be promoting it if they weren't making money with it.

**** Sites with good products for IM/MMO Niche Only ****

If you are in the Internet Marketing/ Make Money Online niche, two more sites you can find great offers to promote are:

JVZoo- www.jvzoo.com

Warrior Plus- www.warriorplus.com

There is no gravity metric on these sites, what you will want to look for here is a product that has done at least 100+ sales (for the measurements to be somewhat accurate), then you simply will replace “gravity” with measuring EPC as follows:

- 1) An **EPC of above \$1.50** on an offer over 100 sales is a great offer to promote. It means affiliates are earning, on average, \$1.50 per targeted click that they sent to the offer.
- 2) An **EPC of \$1.00-\$1.50** on an offer over 100 sales is an o.k. offer. If the product quality is good, and it directly solves a problem in your niche and you really want to try it, then you can test it out and see how it converts for you.
- 3) An **EPC of less than \$1.00** on an offer over 100 sales generally is a no-go territory for us. It means your earnings per click can be very low, making it not worth your while, especially with so many other high converting offers out there.

One last thing to note about these sites is that you will need to be approved to promote offers here. You simply will need to “request links” on offers, and you can paste the following message in the box that comes up.

“I will be promoting this product through evergreen email marketing and intend to bring steady sales over time”

Generally, you should get approved on most products that have been around for at least 7 days. (Sometimes they are very selective for the first 7 days, only approving the best affiliates, to keep their conversion numbers high).

Option 2: Free Trial Product Offers (CPA)

CPA is a bit different than affiliate marketing usually, but follows the same concept of getting a commission for someone completing an action (It stands for Cost Per Action).

The type of CPA that people really like is free trial commissions. This is when you get someone to sign up for a free trial to something (ex. An electric cigarette, new beauty cream) and you get a commission.

The reason companies are willing to do this is because they know that for every X amount of people you bring them, they will make a certain amount of profit for the ones that go on to purchase something, and they are simply paying you out some of that as an incentive to bring them leads.

So if you want to look for trial offers, you will want to first go to a web site called Offer Vault- www.offervault.com

Here, you can search for trial offers using the search bar in your niche, and get a feel for your niche and what type of offers are out there.

You can also get a feel for what payouts you can expect.

After you have an idea of what kind of products you want to promote, there are other networks that are great for earning with CPA (trial offers).

(variety of niches) Peerfly- www.peerfly.com

(variety of niches) MaxBounty- www.maxbounty.com

(Make Money Online primarily) CashNetwork www.cashnetwork.com

(Make Money Online primarily) Clicksure www.clicksure.com

If you are really interested in some more Make Money Online CPA offers, then you should consider signing up for some private Pay Per Lead offers. They pay whenever a person you send to them signs up to receive some free information. They just enter the email, hit submit, and you get paid – easy!

Here are a few to get started:

<http://www.megacashleads.com/signup.php> (pays \$0.75 per single-optin lead)

<http://threemouseclicks.com/tmcppl/> (pays \$0.75 per single-optin lead)

<http://cashesuperstar.com/ppl/affiliates.htm> (pays \$2.50 per confirmed optin)

<http://hiddenonlinemagic.com/lpg/signup.php> ((pays \$0.80 per single optin)

<http://profitdaysystem.com/jvinvite/> (pays \$0.75 per single-optin lead)

Sign up to any (or all) of those sites, and take a look at the offers in there, sorting by EPC. Find the offers in which there is a clearly high EPC. Depending on your niche, it will vary (we are in the IM/MMO niche, so we know our numbers there, which are explained previously in this section).

Observe the landing pages for the offers you want to promote, making sure that they look good (there are some really bad ones).

NOTE: Going through this guide, we will focus on the Internet Marketing Niche in our examples, but we will also try to give you some examples from non-IM niches too.

For example, one of the PPL landing pages doing well for us right now is:

FREE! "How I Used 10
Simple Steps To Easily
Make \$2,500.00"
EVERY MONTH!

Enter Your Email Below to See the "Step by Step" Guide!

Show Me The Money NOW!

* Your information is private and will never be shared with anyone.*
I respect your privacy and hate SPAM with a passion.

As you can see, it's promoting a free guide and we get paid \$0.75 for anyone submitting their email.

And just so you can imagine what it might look like for a non-IM niche, here is a landing page for "Lord Of The Rings Online" game trial paying out \$1.75 per lead on Peerfly:



This is a solid landing page. It has clearly marked what the free trial is for, there is a video for people to check out the game play, there's a call to action that's a different color to make it stand out toward the bottom right "Sign Up Today!", so this offer would be a good one if I was trying to promote free games.

So when it comes to picking offers, this is how it's done. Don't forget, there is no way for us to know with absolute certainty how well an offer will convert for us until we actually start testing.

We can only ensure we made the best possible "pre-promotion" selections so that we give ourselves the best chance of success with our initial offer picks.

Your assignment from "Module 4":

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- Decide if you want to promote digital goods or free trial (CPA) style offers to start
- Register at the networks listed in this section, as applicable to the offer choice you decided to promote (or register for everything)
- Identify at least 3 (preferably 5) offers that you would like to start off promoting, based on the requirements we listed in this section

MODULE 5: YOUR HIGH ENGAGEMENT SQUEEZE PAGE

Just in case you're not familiar with a squeeze page - it's a page whose sole purpose is to capture the email address of the visitor.

There is a certain way a “typical” squeeze page looks - usually a simple headline and opt in box, which allows for someone to enter their email in exchange for a free report.

This is what it may look like:



What We Will Be Doing Different

We will be building a “survey style” squeeze page that acts as a huge engagement booster.

How does this work?

Well, the person answers a few select questions about whatever offer they clicked on, and we tell them that the questions are to see if they “qualify” for the offer.

What will then happen is after they’ve answered the questions, we will tell them that they have qualified and are being redirected – which means that their engagement is now much higher, as they feel as they are lucky to get to see that offer.

The truth is, if they clicked on the ad, they were already interested enough in the niche we were offering to begin with, so anything we display is within the realm of their “ideal” offer.

So, we basically get their engagement up and make it feel to them like they really need to take action now that they have qualified, which boosts conversions through the roof.

Elements of the Page

Survey Questions

The purpose of the survey questions is to make the user engage and pre-qualify himself or herself for the offer.

You can pre-frame the survey by saying “**Please complete the survey to check if you qualify for a free trial**”.

People always instantly start wishing that they really could qualify, which really boosts conversions.

These are usually very simple questions. Here are some examples:

- 1) What is your age?
- 2) How many years have you been trying to make money online?
- 3) What has been the biggest problem stopping you?

Email Opt In

Then, they will be prompted to enter their email to get access to their “ideal offer”. What actually happens is they are sent to your email auto responder where they will immediately get follow up emails (which we will cover in a later section) while being taken to the page displaying their “ideal offer”.

“Ideal Offer” Thank You Page

Here we will redirect them to the actual offer that we are promoting. The user who lands on this page through the survey squeeze page is going to be much more focused and interested on the offer, because they just pre-qualified themselves for it by answering your survey questions.

Where to get images

I have recently discovered this cool and **FREE** resource to get images, called Pixabay.com.

Check out some of the cool beach images they have:

http://pixabay.com/en/photos/?q=beach&image_type=&cat=&order=

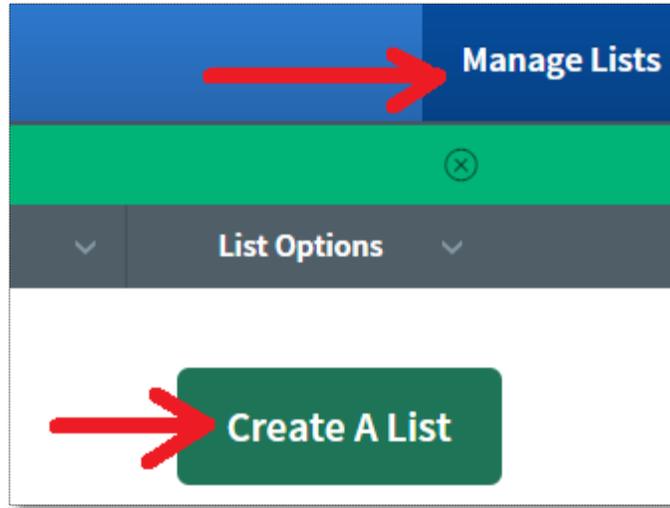
Just ignore the top row which will lead you to buy pictures on Shutterstock, and you can use any images from the second row down.

Cool, right?

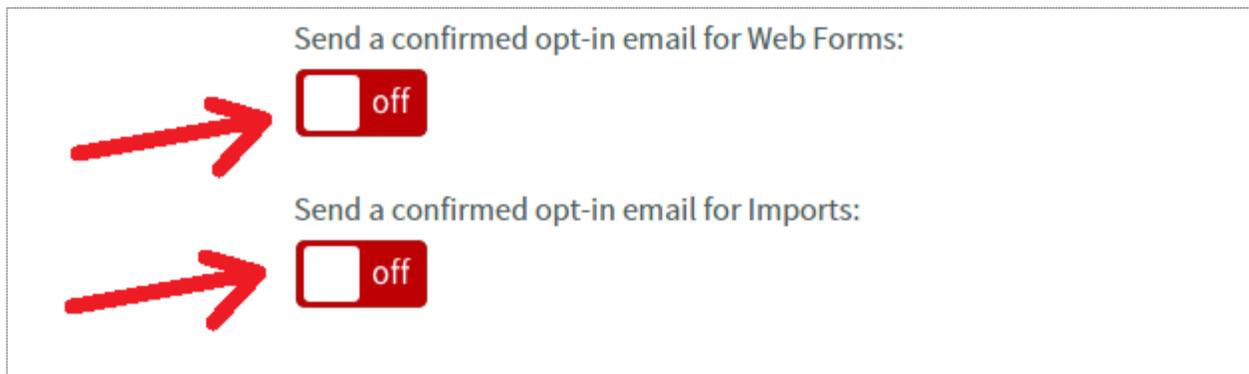
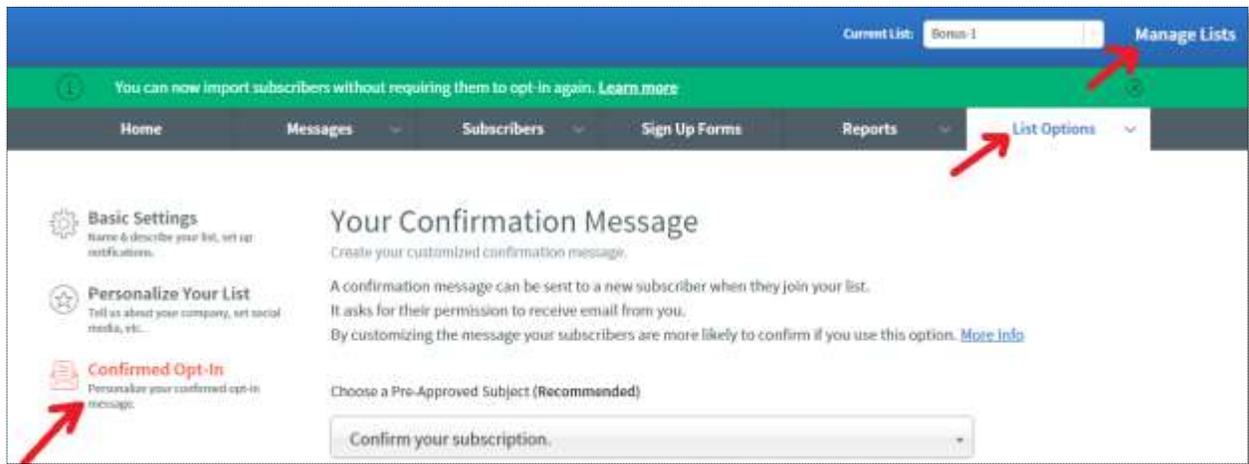
Technical setup – Creating your List

Depending on what auto responder you use (We use AWeber-www.aweber.com), the way to set up your list will be different.

For us, you simply click create new list in the top right hand corner, and follow the steps for that list.



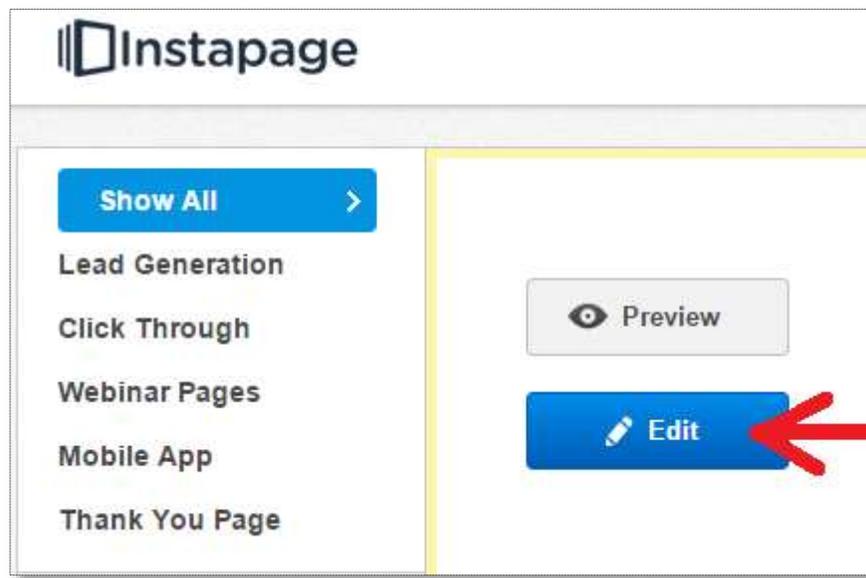
Once you follow all the steps to create the list, you will want to make sure double opt in is turned OFF as follows:



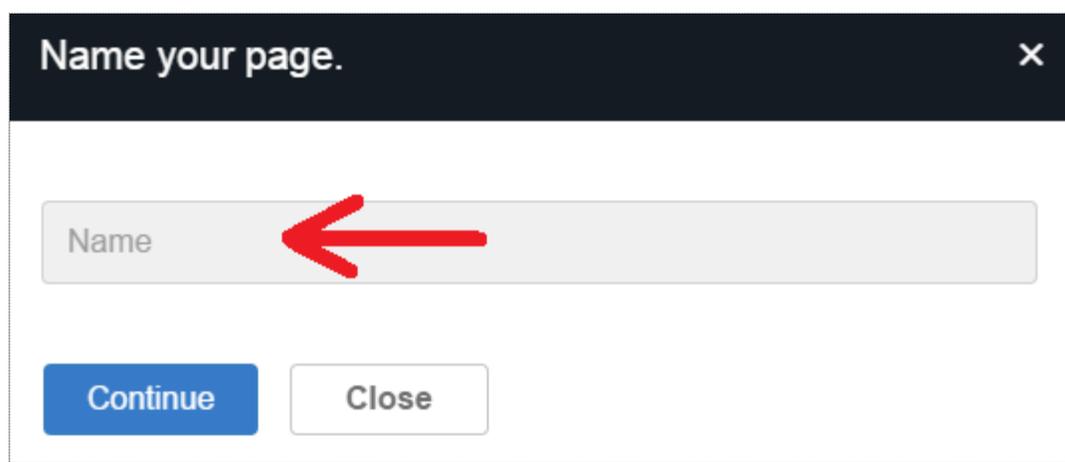
Technical setup – Survey Squeeze Setup

It's time to create your first survey style squeeze page.

Once you're at the Instapage platform, you want to start off by clicking edit on a blank page.

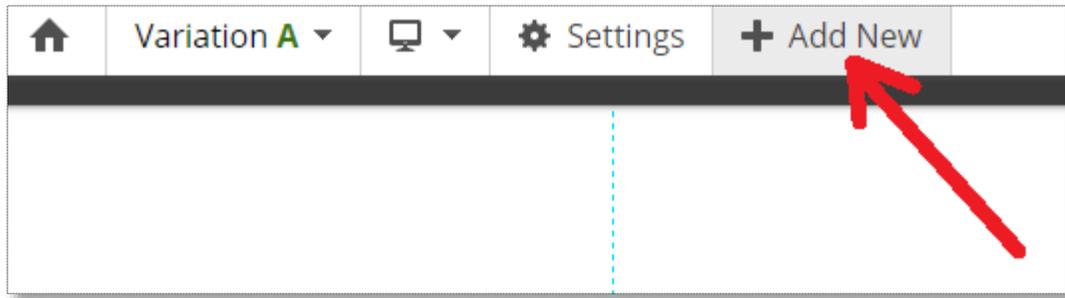


Next, pick a name.



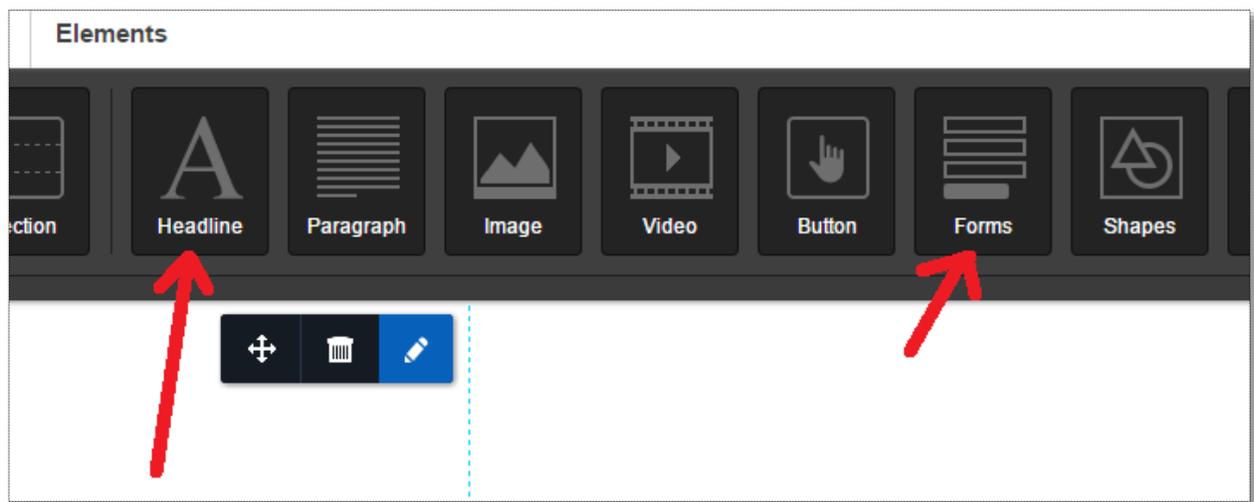
Next, you will see a blank page for you to start designing your page.

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Next, you have the option to set up different things on the form on the drag and drop template.

Here are a couple of the main things we will want to add.



Once you add a form, you will want to create the survey:

The image shows a screenshot of a form editor interface. At the top, there is a heading "Test Heading". Below the heading is a dark grey toolbar containing three icons (copy, paste, delete) and a blue "Edit" button. A red arrow points to the "Edit" button. Below the toolbar is a form with the following elements:

- Heading: "Are you male or female?"
- Radio buttons: "Male" and "Female"
- Text field: "Name"
- Text field: "Email"
- Button: "Button Text"

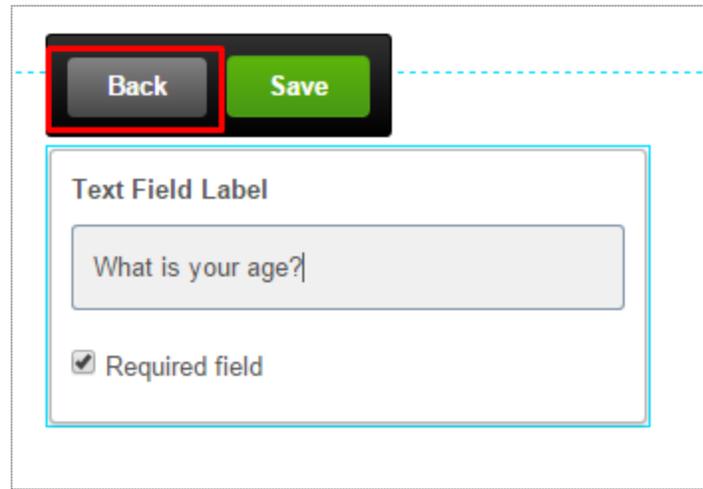
... and then click this button:

A screenshot of a form builder interface. At the top, there are two buttons: a grey '+ Add Field' button and a green 'Done' button. Below this is a form container with a light blue border. Inside, there is a 'Name' label above an empty text input field. To the right of the input field is a grey button with a pencil icon, which is highlighted by a red box. A red arrow points from the bottom of the 'Email' field to the pencil icon. Below the 'Name' field is an 'Email' label above another empty text input field. At the bottom of the form container is a large blue button with the text 'Button Text' in white.

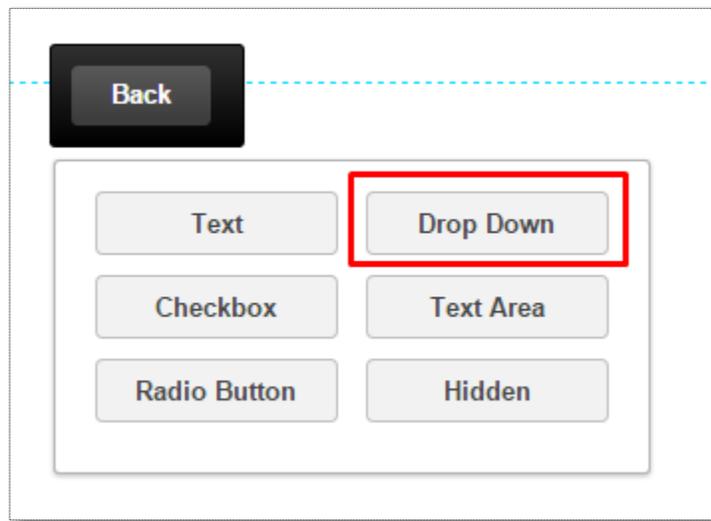
... then name the field:

A screenshot of a form builder interface. At the top, there are two buttons: a grey 'Back' button and a green 'Save' button. Below this is a form container with a light blue border. Inside, there is a 'Text Field Label' label above a text input field. The input field contains the text 'What is your age?'. The input field is highlighted by a red box. Below the input field is a checkbox labeled 'Required field', which is checked.

... and click "Back":



... then choose the survey style – drop-down, radio button etc. Let's use Dropdown for example:



... then you can use a preset or start from scratch:

Back Save

Start from Blank

Custom

Presets

Country State / Province

Gender Age

Income Year

Month Day of Week

Then you can choose options etc:

The screenshot shows a configuration window for a form field. At the top, there are two buttons: a grey 'Back' button and a green 'Save' button. Below them is a section titled 'Field Label' containing a text input field with the text 'Age'. Underneath the input field are two checkboxes: 'Required field' and 'Hide Label', both of which are currently unchecked. Below the checkboxes is a list of five age range options, each in a separate box with a vertical ellipsis on the left and an 'X' on the right. The options are '0 - 7', '7 - 15', '16 - 18', '19 - 21', and '22 - 30'. A vertical scrollbar is visible to the right of the list. At the bottom of the list is a button labeled '+ Add Option'.

... then you can tick the “required” option, hit “Save” if you are happy with it, or hit “Add option” if you would like to add more choices:

A screenshot of a form configuration interface. At the top, there are two buttons: 'Back' (black) and 'Save' (green), with the 'Save' button highlighted by a red box. Below this is a section titled 'Field Label' containing a text input field with the value 'Age'. Underneath the input field are two checkboxes: 'Required field' (checked, highlighted with a red box) and 'Hide Label' (unchecked). Below the checkboxes is a list of age range options: '0 - 7', '7 - 15', '16 - 18', '19 - 21', and '22 - 30', each with a small 'x' icon to its right. At the bottom of this list is a button labeled '+ Add Option', which is also highlighted with a red box.

... and here we go, first question is ready:

A screenshot of a completed form question. At the top, there is a black bar with three icons (copy, grid, trash) and an 'Edit' button. Below this is the question text 'What is your age?' in bold. Underneath the question is a dropdown menu with the text '-- Select one --' and a downward arrow. At the bottom of the form is a large blue button with the text 'Button Text' in white.

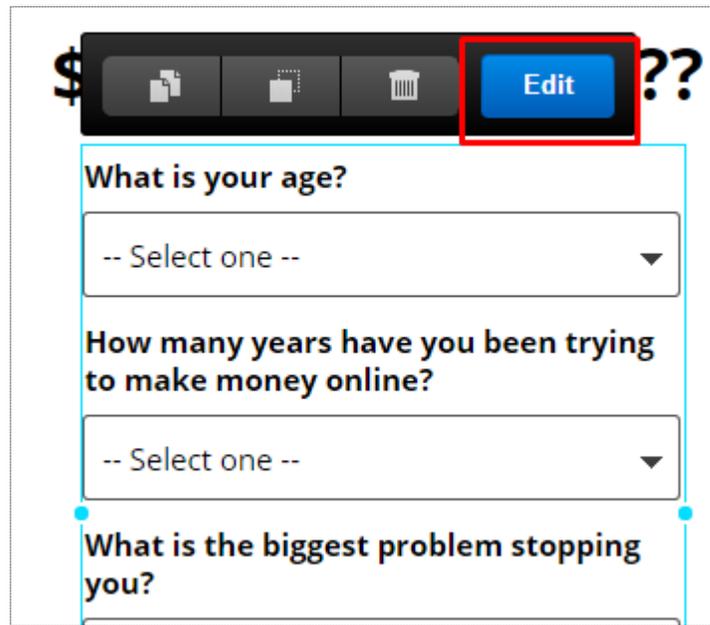
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So now you need to continue until you complete all the questions in the same manner.

Finally, make sure you have a field so they can get their email:

Best email:

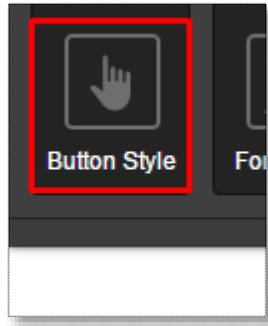
Then click on the button and click “edit” to change the button text:



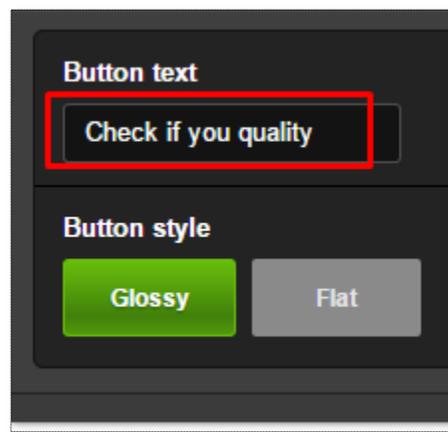
The screenshot shows a survey form with a dark header bar containing a dollar sign icon, three icons (a document, a folder, and a trash can), and a blue button labeled "Edit" which is highlighted with a red border. To the right of the "Edit" button are two question marks. Below the header bar, the form contains three questions, each with a dropdown menu:

- What is your age?
-- Select one --
- How many years have you been trying to make money online?
-- Select one --
- What is the biggest problem stopping you?

... click “Button Style”:



... and change the default text to “Check if you qualify”:



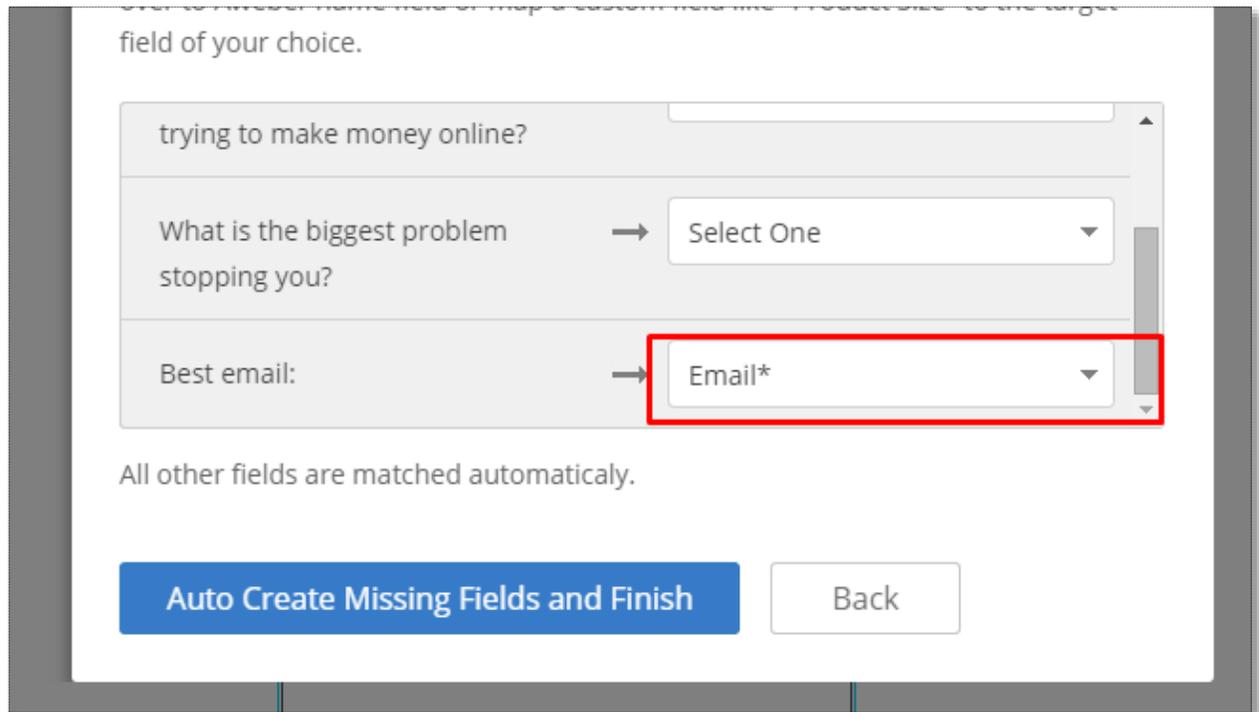
Autoreponder integration

Nearly done!

Now we need to integrate your Auto Responder list that we created in Module 5, as follows:

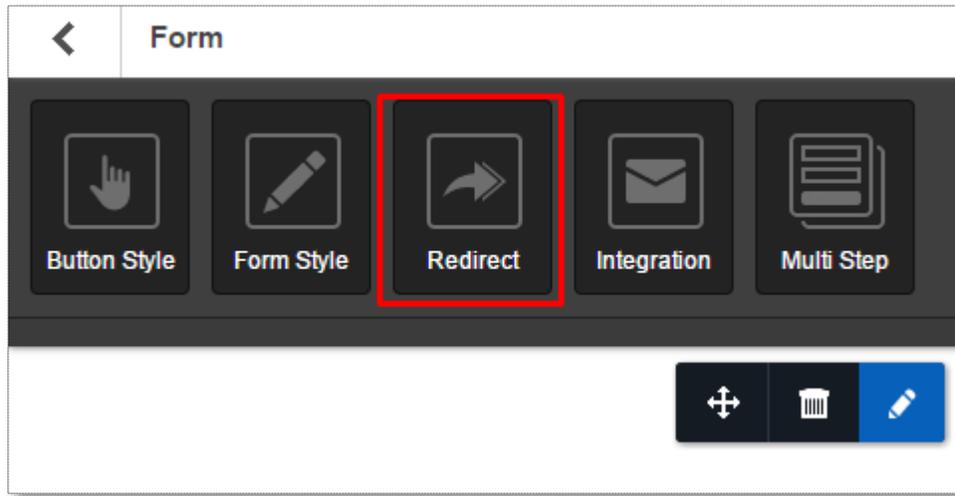


... you will then be asked to log in to your Autoresponder and authorize Instapage integration, as well as to map the email field to your autoresponder. Here is what it looks like:

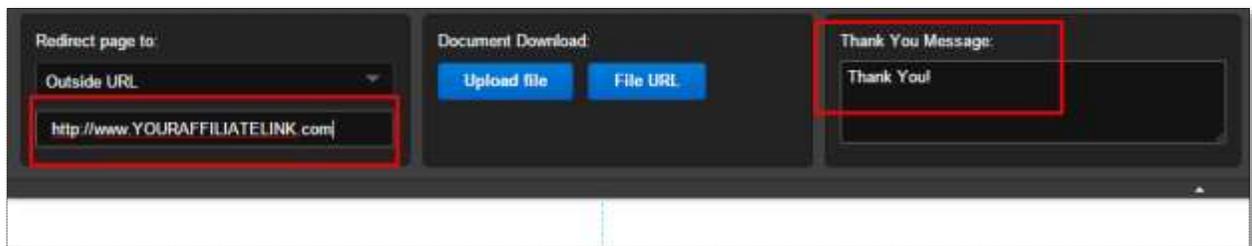


Now you need to specify the “Thank You” page – this is the page that the visitors will see once they hit “submit”:

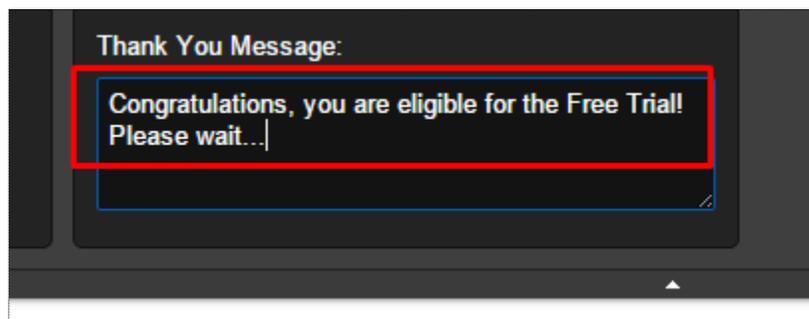
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... now enter the affiliate link from Clickbank / Maxbounty / PPL programs etc:



You will also notice above there is a message "Thank You!" – you will need to change it to something like "Congratulations – you are eligible for the Free Trial! Please wait...":

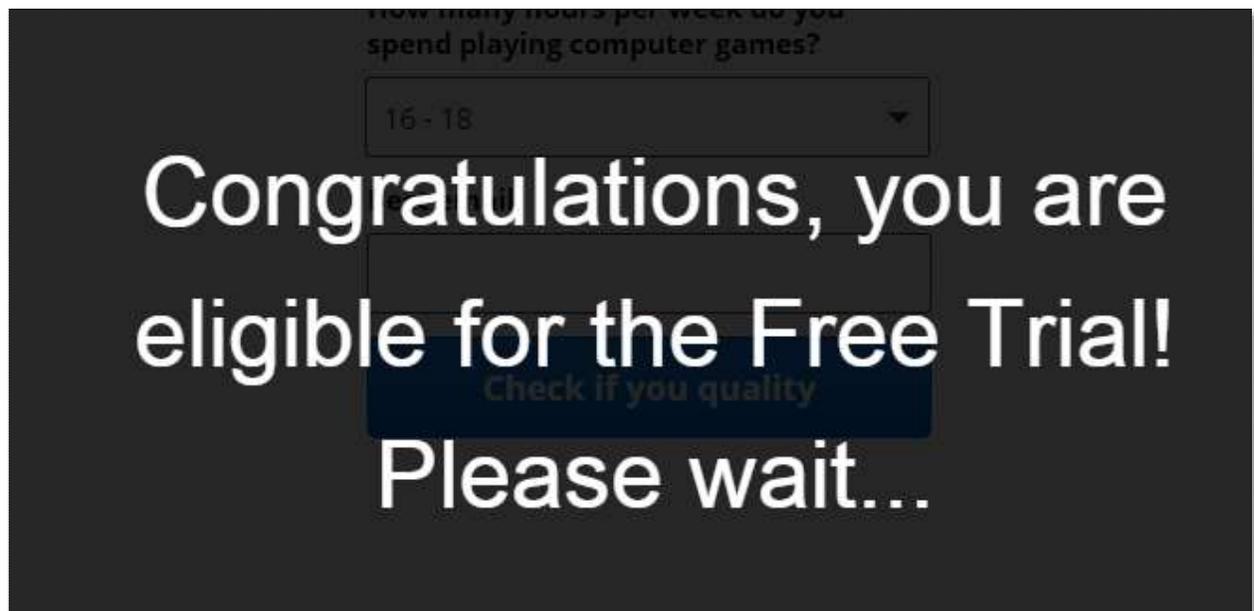


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So what will happen now is that if anyone completes the survey and submits it, they will see this thank you message, and then they will be redirected to the affiliate offer!

So you will capture their details in your autoresponder, and will also send them to an affiliate offer, making instant sales.

Here is what they will see:



... and here is how your final page might actually look like:

**Do you qualify for
a FREE COPY of "Make
\$2,500 A Month"??**

What is your age?

-- Select one --

**How many years have you been trying
to make money online?**

-- Select one --

**What is the biggest problem stopping
you?**

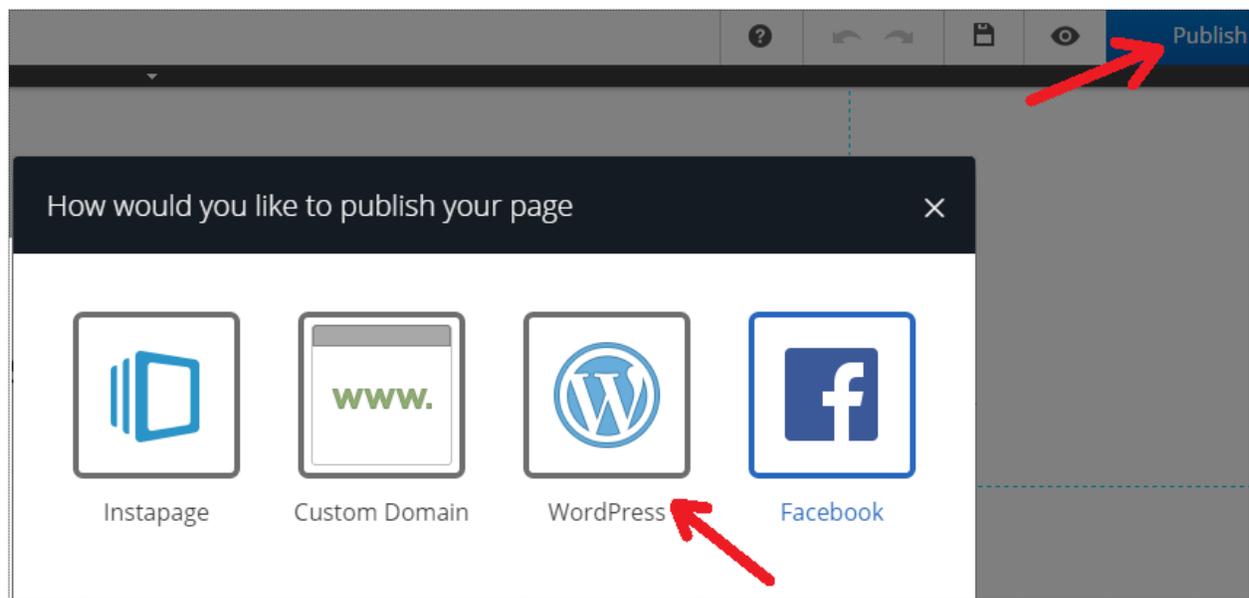
-- Select one --

Best email:

Check if you quality

Once you're happy with how the page looks, you can now publish the page to Wordpress on your hosting.

Alternatively, just keep it on Instapage if you just have a free account.



In order to get it on there, you will want to install the Instapage wordpress plugin from within your Wordpress admin account.

Free visitor limit

Remember – Instapage free option only allows you to have up to 100 visitors a month. If you like the tool – you can always get their 5,000 visitors a month option, currently it’s only \$19 – and it is so worth it! It really drives the engagement through the roof.

API Integration / Single Optin

Also, when you integrate your Autoresponder with Instapage, the integration will occur via the API. What that means is that even if you set the list to “Single Optin” within the autoresponder, the subscribers will still be sent a confirmation email asking them to click a confirmation link.

We personally are finding more and more that it’s not a big issue – as confirmed emails will have a much high click through rate. Yes, you will have some people who don’t click the “confirm” link, but in fact according to our tests, there isn’t much difference in clicks if you put 100 single optin subscribers or 70 double optin subscribers, because quality of the double optin subscribers is so much higher.

But – if you want your subscribers to be single optin, you can submit a support ticket to your autoresponder and ask them to flick the switch on the “API Integration” for that list and make it single opt in.

I have done it on 7 lists so far with Aweber and they have helped me every time, no issues.

Done For You Pack / Profit Ignition Pack

Don't forget, that to help you get started quickly, we have provided two option add-ons to the course:

- 1) Done For You Pack including:
 - a. Pre-researched profitable niches
 - b. Best offers to target in each niche
 - c. Interests to target in FB Ads
 - d. Done for you survey questions and headings
 - e. Done for you ad images and ad copy
 - f. Done for you 7-day follow up series

>> [Grab the Done For You pack here](#)

- 2) Profit Booster Pack including:
 - a. Top 10 niches to promote
 - b. Done for you 30-day follow up series in 2 niches
 - c. 600+ Stunning Graphics (sales pages, banners, icons and tons of others)
 - d. 50 Done For You squeeze pages with PLR rights
 - e. Stefan's and Greg's previous products

>> [Grab the Profit Booster pack here](#)

Your assignment from "Module 5":

- Come up with your 4-5 survey questions

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- Build your survey style squeeze page following the steps in this module
- Integrate your Auto Responder and selected list into the squeeze page
- Push squeeze page to your Wordpress so that it is ready for use
- Test that the email integration worked with your own email

MODULE 6: YOUR PERFECTLY CALCULATED AUTO RESPONDER SEQUENCE

Alright, so this is it. You've heard "the money is in the list" more times than you can count.

Well, now it's time to prove it. We aren't building out this system to make ONE sale from someone; we are retaining these people to get multiple LONG term sales from them.

An email list, especially because of the engagement you're doing with this squeeze page, can lead to many, many more sales than your initial funnel sales.

The key is in promoting very relevant offers WHILE building a relationship with the people on your list, and making sure you never promote anything low quality because it will break the relationship.

Your clicks will vary depending on which niche you choose to be in. We are in the make money niche, so open rates, click rates, and conversions are a little lower than some other niches. You can still be very profitable in this niche, but if you are in other niches like health or dating, you will experience even higher click and open rates.

Do not get discouraged if you haven't made your money back in the first 7-14 days of the auto responder. We will be setting up a 30 day auto responder, and even after then, you own the traffic to do with what you want and profit from even more.

We will now explain to you how to set up your follow up sequence.

Email #1: Received immediately after they opt in to your squeeze page

- Subject: Welcome! Here's Your Ideal Offers
- Body:
 - Thank them for checking out their ideal offer(s)
 - Re-link them to the thank you page "in case they didn't grab the free trial or product yet"
 - Tell them a bit about you, who you are, and why you're helping them(back story)
 - Tell them you will continue to send them ideal offers to help them solve whatever problems they initially signed up to solve
 - Tell them to look out for your next email

This type of first email does a few things.

- It builds trust
- It lets them know who you are
- It gets them used to opening and clicking on the links in your emails
- It tells them to open your next email

Email #2:

- Subject: "The Benefit Of This ___ Shocked ___"
- Body:
 - Hit 2 pain points in your niche
 - Give them 1-2 free tips about solving the problems, then explain a faster solution is available
 - Explain how people are shocked at how well another offer you're promoting solved them
 - Link to it 2-3 times in the email, between every 1-2 paragraphs

Email #3:

- Subject: This Little Trick Cured (Major Problem In Niche Here)
- Body:
 - Same offer as email #2
 - Give a high value email of how to solve the problem
 - Link a P.S. reminding them of the faster solution and that they should check it out if they haven't yet.

Email #4:

- Subject: "One Last Thing About Curing _____"
- Body:
 - Same offer as emails #2 and #3
 - Explain another unique way to solve the problem
 - Remind them that the product you linked is still the best solution

Email #5

- Subject: Do NOT Try (Or Buy) ____ Until You Read This
- Body:
 - Hit an emotional pain point hard
 - Link to some fear about a solution not working
 - Calm them down to say that you wanted to clarify it still works, but that the product you're promoting is still the best solution
 - Let them know this is the last time you're going to be showing this to them, so they should check it out now or never get the chance

For emails #6 to #10, follow the same convention. Introduce the offer in email #6 and follow similar email formatting for emails #7-#10 as you did using my examples for #2-#5.

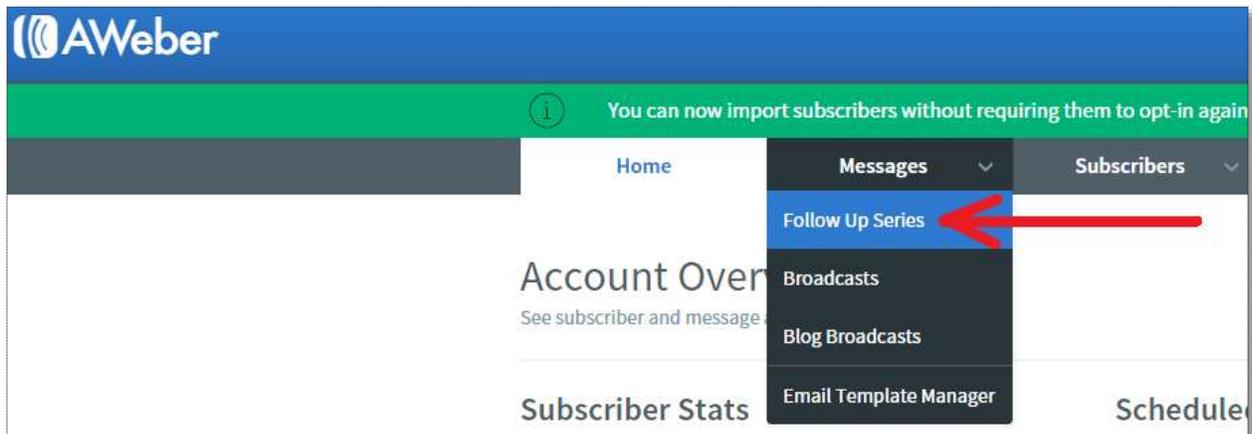
The same goes for emails #11-#15, #15-#20, #21-#25, and #25-#30.

Once you have your offers and you write your emails, we can begin the technical setup.

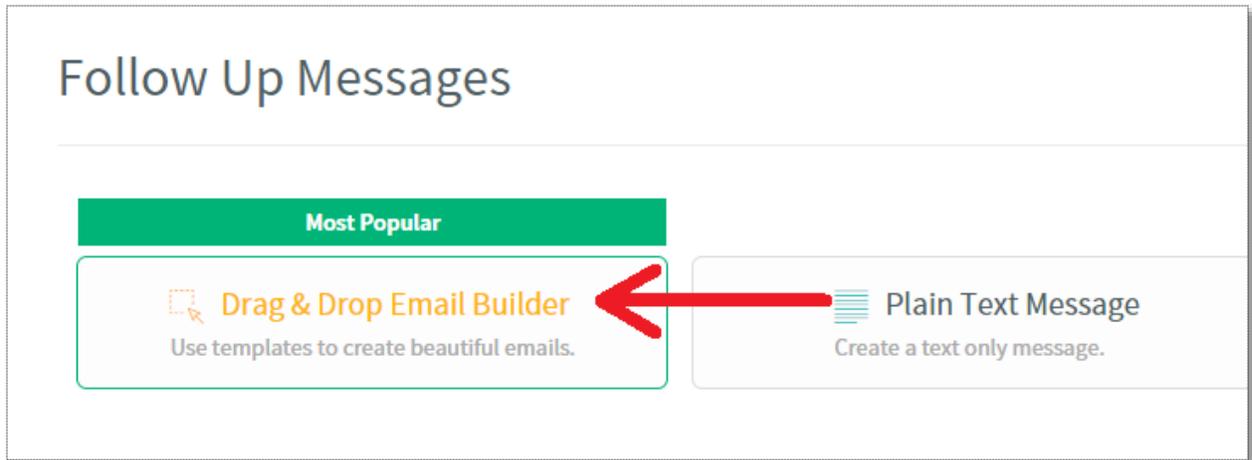
We personally use AWeber, www.aweber.com, but you are welcome to use any auto responder you like. Our technical steps will be listed for Aweber, so if you do use a different auto responder, you will need to find the steps directly from that auto responder. They usually have tutorials, or you can usually find tons on Youtube.

Technical setup – Auto Responder Series

The first thing we will want to do is click on Messages and then Follow Up Series.



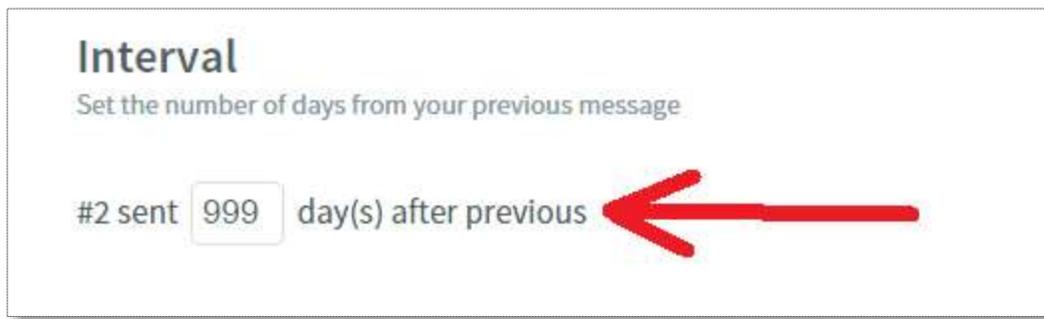
Next, we want to hit Drop & Drop Email Builder.



From there, follow the simple steps to load your first follow up email. After you load the first, follow the same steps to load the second.

However, this time around, you will be promoted to fill in the following field, which should be set to "1 Day" for the remaining 29 emails you will be entering.

We will be sending one email per day for 30 days.



And there you have it! Your 30 day auto responder is loaded if you follow these steps.

Your assignment from "Module 6":

- Set up the 30 day auto responder sequence. This is a lot to do at first, you can try breaking it down into 5 emails (1 offer) per day.

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- Load the emails into your auto responder sequence on your list of choice.

MODULE 7: THE IRRESISTABLE AD

Alright, now we get to the good stuff. This is the pathway for leads to come into your well oiled machine.

We will cover every step of your retargeting system and ad, one at a time.

First, you will want to make sure you're set up for Facebook ads.

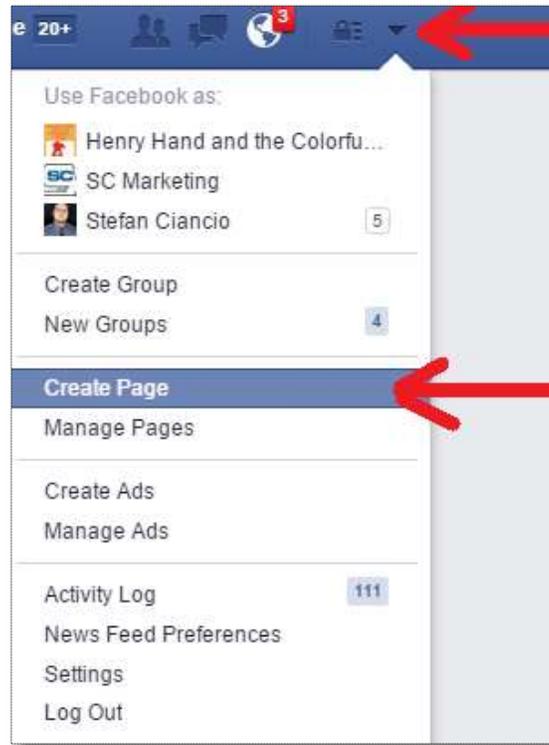
Start by heading to www.facebook.com/ads/manage

Of course, it goes without saying; you need to have a Facebook account.

Next, we really recommend you familiarize yourself with the Facebook Ads policy. This won't take you that long to go through, they have broken it down into very readable text. At least skim it, it's important to know the limits. You will want to operate within the confines to avoid any account shutdown issues.

<https://www.facebook.com/policies/ads/>

Once you have that, you will want to create a Facebook fan page. You can use yourself as the brand, or you can come up with a page related to your niche. For example, I have a Business Page called "SC Marketing", pretty simple 😊



From there, you can follow the steps on screen to actually creating the page.

Note: please complete all of the page info, including the photo / image because that's what people will see when they see your ad.

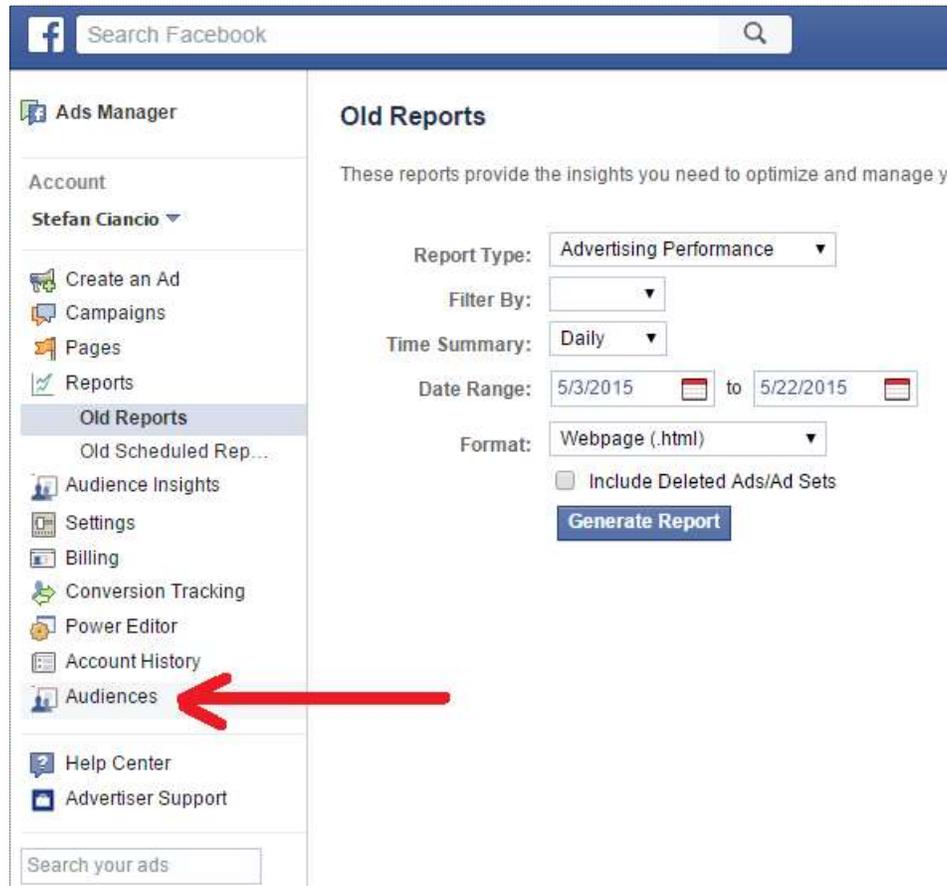
The next thing we will want to do, is grab our pixel for creating our custom audience.

This is because we can directly retarget this custom audience later for much cheaper clicks.

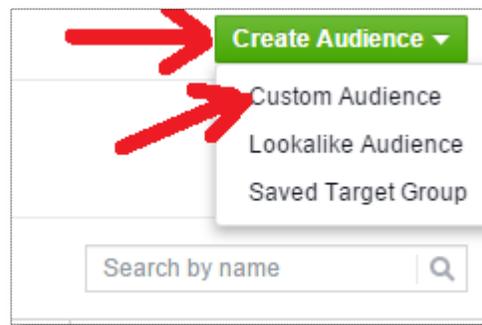
We are filtering people who already are attracted to our ads, and once that pool grows to a decent size, we can run exclusively to that audience for really cheap clicks and much higher returns.

Click the following buttons:

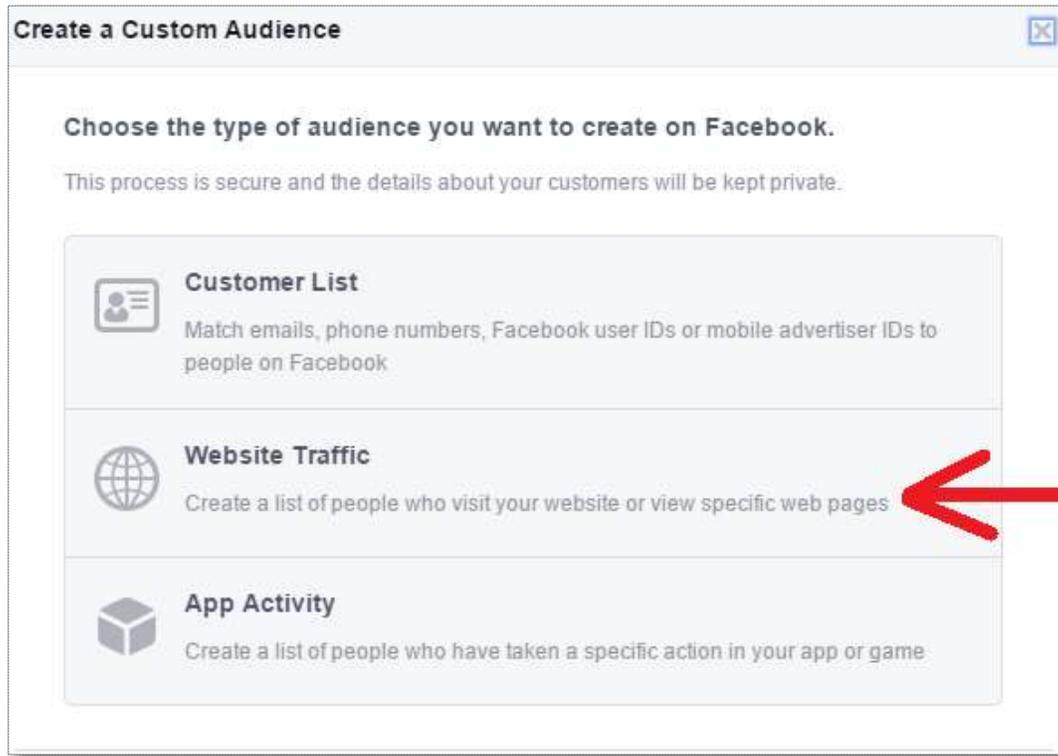
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Make sure you create a custom audience.



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It's important to make sure you set your settings as follows, to ensure you maintain your audience for the maximum possible time. As for the Audience name, whatever you want. We used "FB Ads Audience - \$2,500 Per Month Survey Page" for this example.

Create Audience [X]

Website Traffic ⓘ Anyone who visits your website ▾

Include people who visit any page on the following domains (optional). ⓘ

Choose a website domain | Browse

In the Last ⓘ 180 days

Include past website traffic

Audience Name [Add a description](#)

[Settings] [Cancel] **Create Audience**

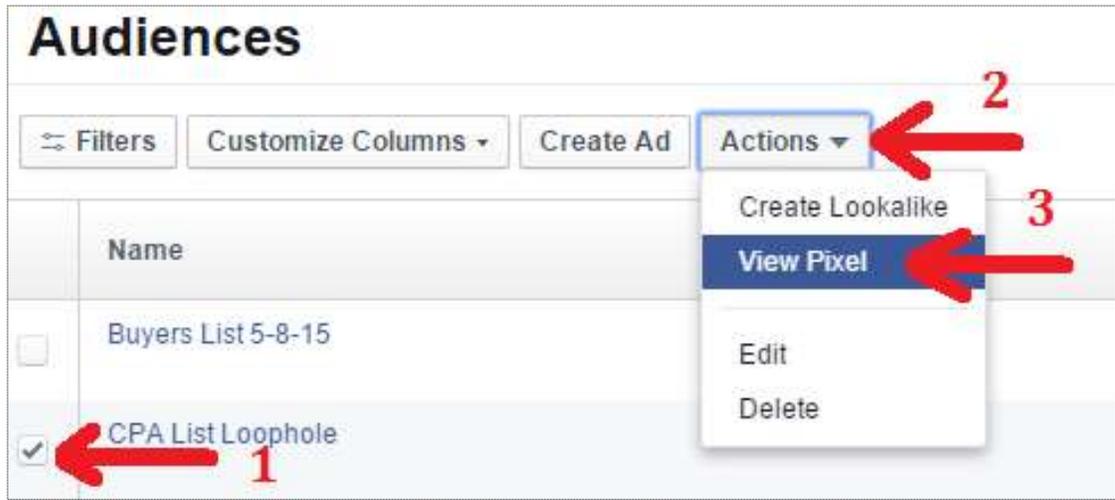
You can now, of course, create your audience.

Congratulations! This audience will prove very profitable for you with some time.

Now, we need to insert the conversion tracking pixel onto our squeeze page.

We can do this as follows:

While inside your Audiences page, select the check box for your new audience, then get to the pixel as follows:



From here, you will be presented with a pixel code in which you can copy and paste into your squeeze page.

Pixel Code

Copy the code below and paste it between the <head> and </head> in your website code. Then you can set up rules to track specific actions people take across your website.

[Send the code to your website developer](#)

```
<script>(function() {
  var _fbq = window._fbq || (window._fbq = []);
  if (!_fbq.loaded) {
    var fbds = document.createElement("script");
    fbds.async = true;
    fbds.src = "//connect.facebook.net/en_US/fbds.js";
    var s = document.getElementsByTagName("script")[0];
    s.parentNode.insertBefore(fbds, s);
    _fbq.loaded = true;
  }
  _fbq.push(['addPixelId', '417460628412349']);
})();
window._fbq = window._fbq || [];
window._fbq.push(['track', 'PixelInitialized', {}]);
```

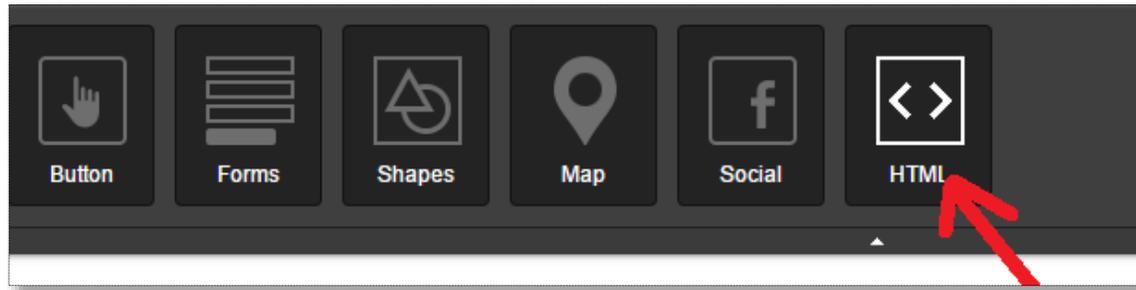
[Learn more about how to verify your pixel installation in the Help Center.](#)

OK

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Next you will want to place this code on the page as follows:

Go back to the Instapage editor and click on the HTML button, then simply paste your code in the text box that comes up on the page. The box will be hidden from view to your leads.



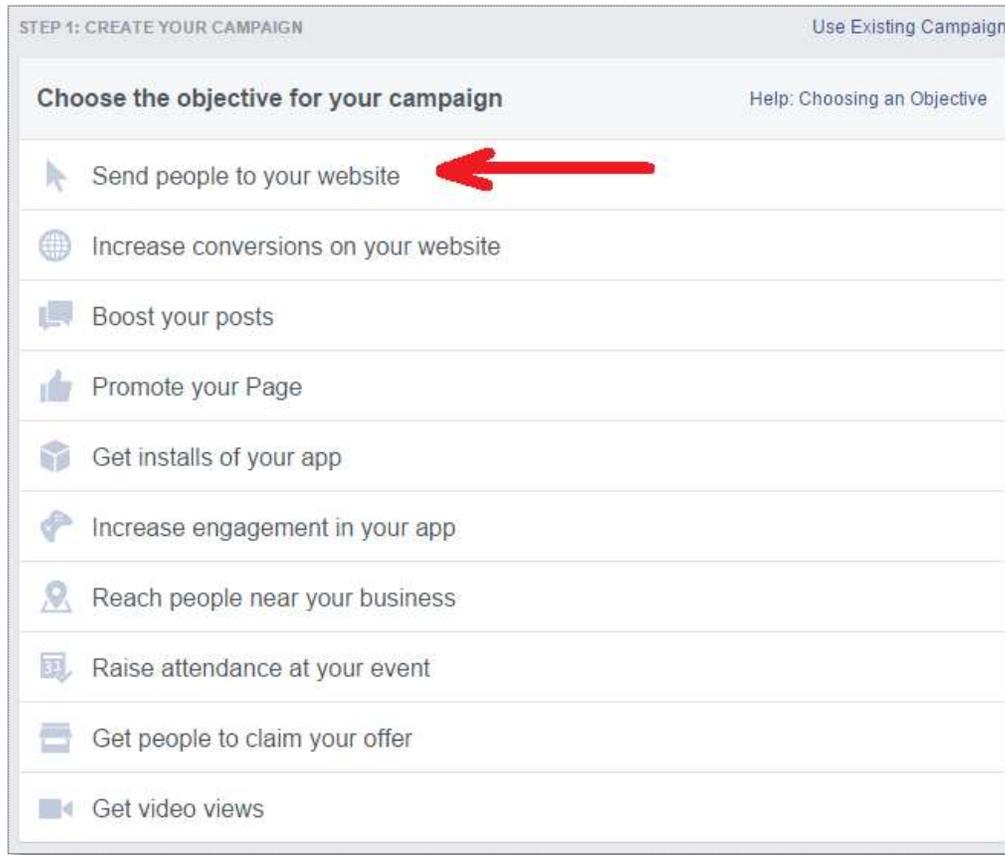
Now it's time to get some leads!

Head back to www.facebook.com/ads/manage

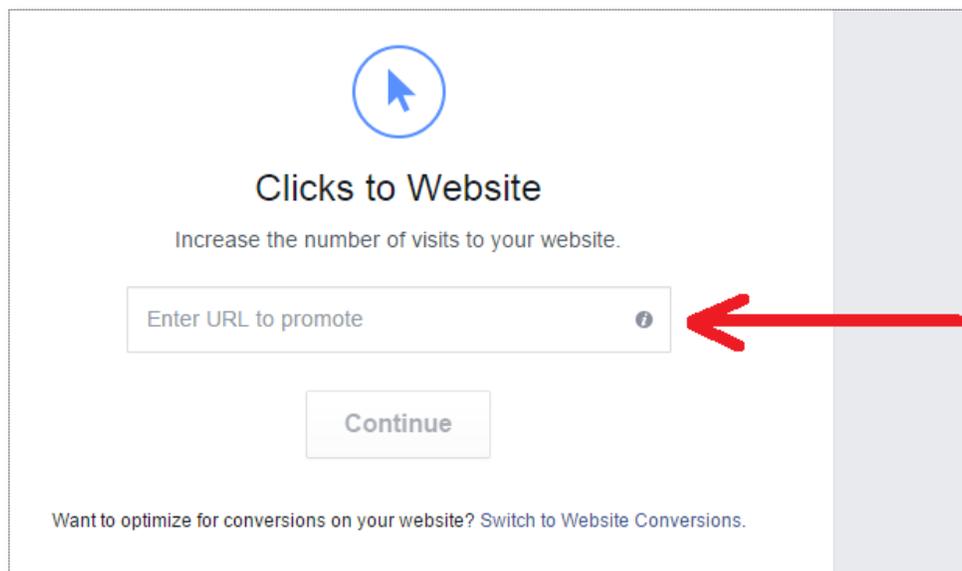
Click Create ad in the top right hand corner.



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Then enter in your landing page link – this is the same link that we used with our Survey Page:



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The screenshot shows the Facebook Custom Audiences interface. On the left, under 'Custom Audiences', there is a 'Locations' section with a red arrow pointing to it. Below that, there are three red arrows pointing to the 'Age', 'Gender', and 'Languages' filters. The 'Age' filter is set to 22-60. The 'Gender' filter is set to 'Men'. The 'Languages' filter is set to 'English (US)'. On the right, the 'Audience Definition' section shows a gauge indicating the audience is 'fairly broad' and lists the 'Audience Details' as: Location (Australia, Canada, United Kingdom, Ireland, United States), Age (22-60), Gender (Male), and Language (English (US)). The 'Potential Reach' is 75,000,000 people.

You will want to tailor the above details to your demographic. (Typically if you are targeting English speakers, you can add UK as well)

In the internet marketing niche, we like to target men of any age. We have selected the five English speaking countries that have converted for us, you are welcome to start out with these countries and work from there. (You can check out www.quantcast.com for more information about your niches demographic)

Next, when it comes down to Interests, you have a few options:

- Target a general interest like “make money online”
- Target a specific Page with a following on Facebook
- Target a Person who has a Facebook following

So here we will show you some examples.

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Let's search for "Make Money" and see what we come up with.

We like to look for an audience with a "Potential Reach" with approximately 20,000 – 50,000 people.

The way Facebook works is that first it will tell you what the following for a particular interest is, and then based on your filter criteria it will tell you what the "Potential Reach" is.

As an example below we are targeting the "make money" interest. As you can see, it has 125,760 people who like Pages that have declared that they are about "make money". However, after we've applied the Country filters to leave only the top-spending English speaking countries, and Age/Gender filters, we are left with 22,000 people.

The screenshot displays the Facebook Audience Definition tool. On the left, the 'Locations' section is highlighted with a red box, showing a list of countries: Australia, United States, Canada, New Zealand, and United Kingdom. Below this, the 'Age' and 'Gender' filters are also highlighted with a red box, showing 'Age' set to 18-65+ and 'Gender' set to Men. The 'Interests' section at the bottom shows 'make money' as the selected interest. On the right, the 'Audience Definition' panel shows a gauge indicating the audience is defined, and a red box highlights the 'Potential Reach: 22,000 people'. Below the gauge, the 'Audience Details' are listed: Location (Australia, Canada, United Kingdom, New Zealand, United States), Interests (make money), Age (18-65+), and Gender (Male). A red box at the bottom right highlights the '125,760 people' and the description: 'Description: People who have expressed an interest in or like pages related to make money'. Red arrows point from the red boxes to the corresponding details in the Audience Definition panel.

We want to start small and test the waters. Plus, you get cheaper clicks with a smaller audience.

You don't want to go too much higher than this, because the larger your audience, the more you will pay per click. This is a big enough audience that you will get enough eyes and still not pay too much per click.

You only want to select one interest at a time.

Why?

Well, if we select one interest at a time, we have a way to see which interest is converting best for us over time. It's a very important piece of data.

Targeting a Page

Ok so we know that one of the most popular online money making sites is SocialMediaExaminer.com

And we know that they have a FB page.

So here is an example of how to target them.

Their following was actually a bit too big even after applying country filters:

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The screenshot displays the Facebook Custom Audiences interface. On the left, the 'Locations' section is expanded, showing a list of countries and their respective 'All' options: Australia, United States, Canada, New Zealand, and United Kingdom. A red box highlights this list. Below it, the 'Age' filter is set to '18 - 65+', 'Gender' is set to 'Men', and 'Languages' is set to 'English (All)'. A red box highlights these three filters. On the right, the 'Audience Definition' section shows a gauge indicating the audience size, with 'Specific' on the left and 'Broad' on the right. Below the gauge, the 'Audience Details' section lists the selected criteria: Location (Australia, Canada, United Kingdom, New Zealand, United States), Interests (Social Media Examiner), Age (18 - 65+), Gender (Male), and Language (English (All)). A red box highlights the 'Potential Reach: 160,000 people' text. At the bottom, the 'Interests' section shows 'Social Media Examiner' as an additional entry, with a red box highlighting the '380,650 people' reach. Red arrows point from the 'Locations' list to the 'Audience Definition' gauge, from the 'Age, Gender, and Languages' filters to the '380,650 people' reach, and from the 'Social Media Examiner' interest to the '380,650 people' reach.

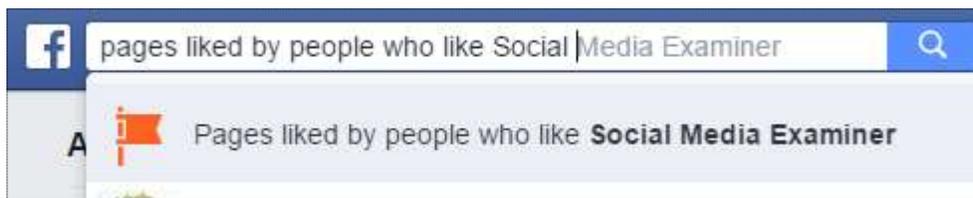
160,000 is a pretty large audience, we prefer to keep them smaller.

So we have applied other filters to chunk it down. We have had to change the Age to 35-40, and that gave us the reach of 34,000 – and we are happy with that.

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The screenshot displays the Facebook Custom Audiences interface. On the left, the 'Locations' section is highlighted with a red box, showing a list of countries: Australia (All Australia), United States (All United States), Canada (All Canada), New Zealand (All New Zealand), and United Kingdom (All United Kingdom). Below this, the 'Age' filter is set to 35-40, and the 'Gender' filter is set to Men. The 'Languages' section is set to English (All). In the 'Interests' section, 'Social Media Examiner' is selected. On the right, the 'Audience Definition' panel shows a gauge indicating the audience is defined, and the 'Audience Details' section lists the selected filters. A red box highlights the 'Potential Reach: 34,000 people' in the top right, and another red box highlights '380,650 people' in the bottom right, with red arrows pointing from the filters to these reach values.

Once you find a winning campaign in which you targeted a specific interest, page or person, you can go to the Facebook search bar at the top, type in the following for the person:



Now, we get a list that looks like this:

	<p>Mari Smith ✓ Organization Tracy Fitzgerald likes this · Tracy likes Social Media Examiner 151,232 like this Michael Jones, Carl Ashton and 77 other friends like this</p>	<p>Like</p>
	<p>Mashable - Social Media ✓ News/Media Website Tracy Fitzgerald likes this · Tracy likes Social Media Examiner 356,712 like this Tomasz Siemienczyk, Shahnawaz Sadique and 39 other friends...</p>	<p>Like</p>
	<p>Jeff Walker's Product Launch Formula Product/Service Yaro Starak likes this · Yaro likes Social Media Examiner 49,731 like this Rob Stafford, Pedro Lopes and 126 other friends like this</p>	<p>Like</p>
	<p>SocialMouths 4.6 ★★★★★ (9) · Business Consultant · Marketing Consultant Anfernee Chansamooth likes this · Anfernee likes Social Media ... 25,197 like this Alex W Gordon, Warwick Foster and 19 other friends like this</p>	<p>Like</p>
	<p>Melanie Duncan Company Laura Lawrence likes this · Laura likes Social Media Examiner 242,300 like this Saurabh Ankush, David Kirby and 90 other friends like this</p>	<p>Like</p>
	<p>Hubze Product/Service Elizabeth A. Terrell likes this · Elizabeth likes Social Media Exam... 56,451 like this Ginouchka Eugene, Warwick Foster and 52 other friends like this</p>	<p>Like</p>
	<p>Marketing Genesis Product/Service Anfernee Chansamooth likes this · Anfernee likes Social Media ... 13,798 like this Igor Kheifets, Justin Tillman and 47 other friends like this</p>	<p>Like</p>

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Now, you have a bunch more people / pages you can target and see how they do, and re-use the same trick over and over again to find your highest converting targets.

Back to this particular ad, we now want to get into the pricing and budget.

The screenshot displays the Facebook Ad Manager interface for configuring an ad set. The 'Budget' section is set to 'Per day' with a value of '\$20.00 USD'. The 'Schedule' section has 'Run my ad set continuously starting today' selected. The 'Optimize For' section is set to 'Clicks to Website'. The 'Pricing' section has 'Set the amount a click to your website is worth to you' selected, with a target bid of '\$0.45 USD' highlighted by a red box. The 'Estimated Daily Reach' section shows a range of '1,700 - 4,600 people' out of a total of 31,000 people.

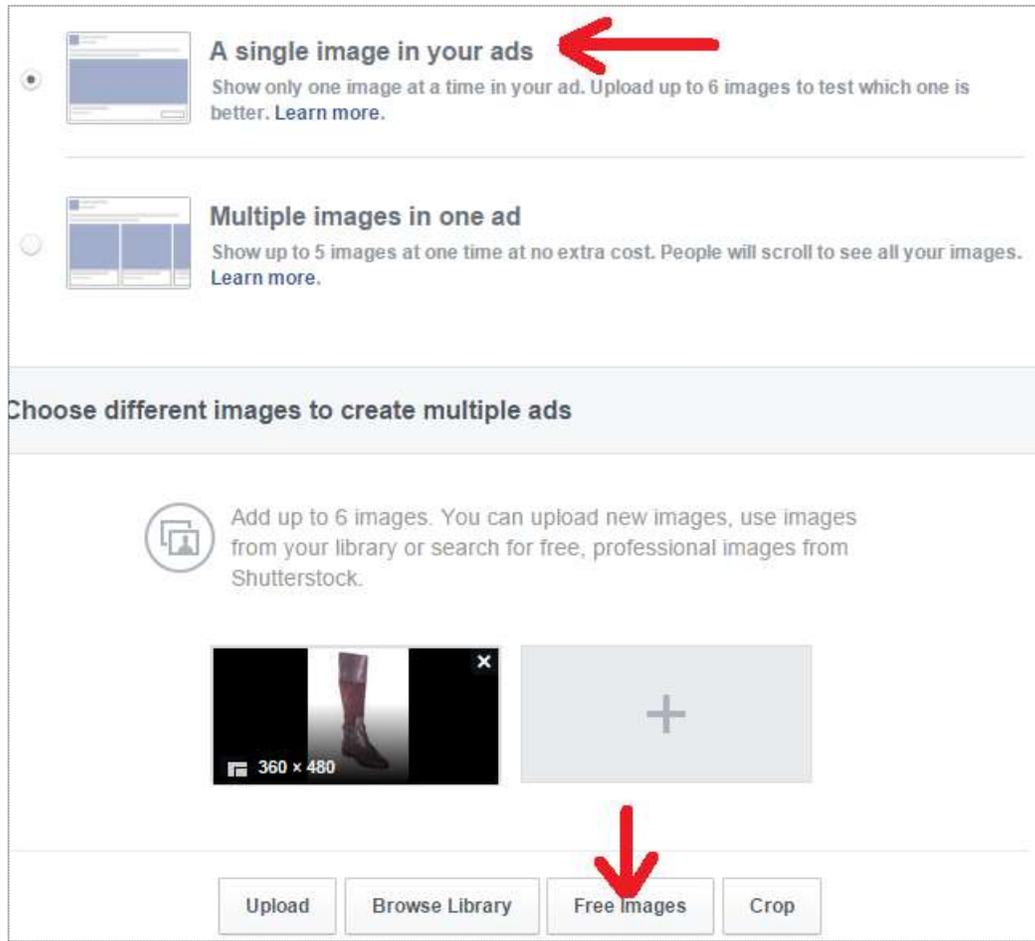
Section	Setting
Budget	Per day, \$20.00 USD
Schedule	Run my ad set continuously starting today
Optimize For	Clicks to Website
Pricing	Set the amount a click to your website is worth to you, \$0.45 USD
Estimated Daily Reach	1,700 - 4,600 people (of 31,000)

To start, depending on your budget, you will want to start around \$20.00 per day ideally.

If your budget isn't quite there, we suggest starting at \$5.00 to \$10.00 per day.

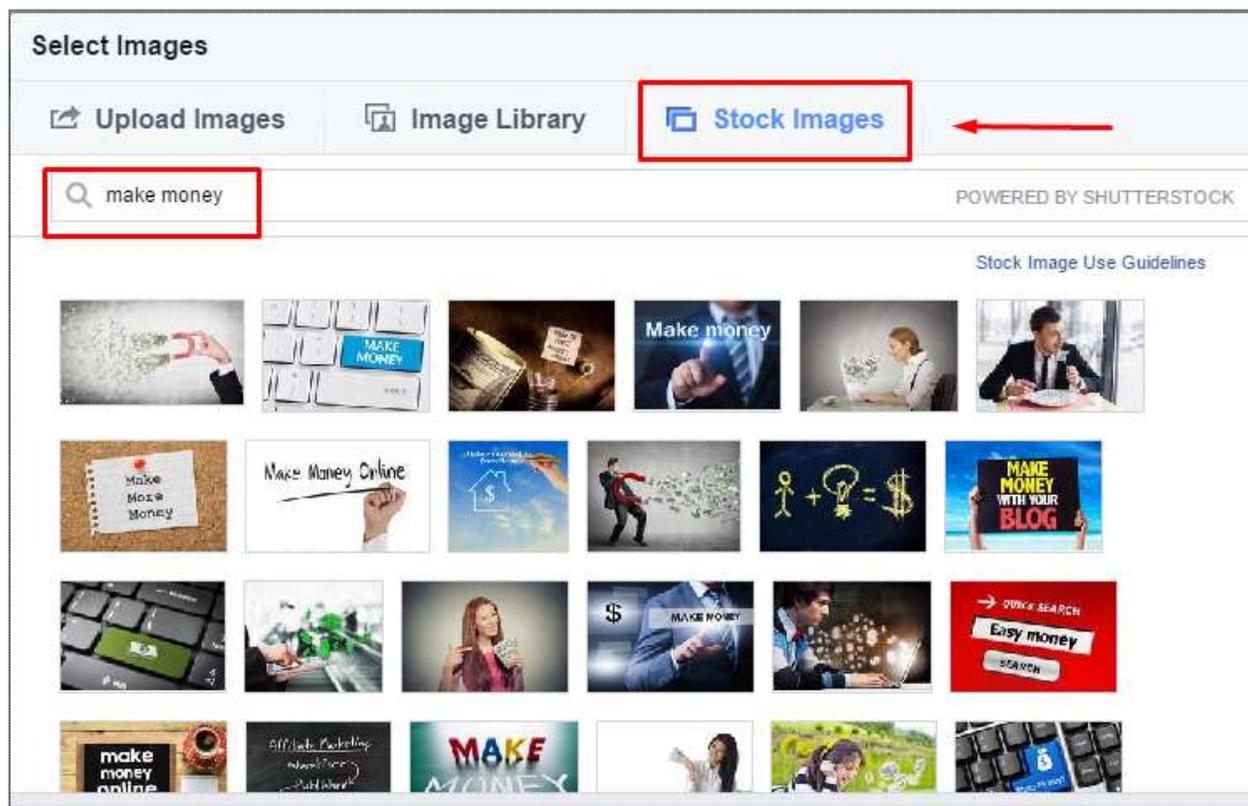
You want to make sure you optimize for "amount a click is worth to you" – and set the maximum price you are comfortable with.

After this, we will want to move to the pictures. Pictures serve the purpose of drawing people's eyes to the ad.



You will want to select a single ad image, but we will be uploading multiple images in order to test. Facebook will display one picture at a time to different people, and track which image converted the best.

You can start by using free images, then opening that up.



As you can see, there are tons of pre-loaded images you can try for “make money online” niche. Depending on your niche, there will be at least some stock photos you can try.

You can also always head back to www.pixabay.com for more image choices.

IMPORTANT: Remember that Facebook will not allow you to place more than 20% text on an image. So if your image has any writing on it at all – make sure it takes up less than 20% of the image area. Here is a link to a free tool that will help you determine the area occupied by text:

https://www.facebook.com/ads/tools/text_overlay

Next, you will want to link your Facebook fan page.

Next, you will want to decide on a headline. You are very limited here in what you can choose because you only get 25 characters.

It’s important to remember to stick to benefits when writing your ad copy. You also want to make people want to click.

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For inspiration in ad copy ideas, check out www.cracked.com and notice how they choose their article titles. This will get you in the right way of thinking about your ads.

We included ad text examples there, which can be a bit more informational than the title. Again, testing will play a big role in this.

From here, choose your call to action button, and voila! You have your first ad ready.

Couple of important things that have worked well for us – we always exclude “Right Column” and “Audience” ads, and always enable “Desktop Newsfeed” and “Mobile Newsfeed” – those ad placements are working best for us.

The screenshot displays the Facebook Ad Editor interface. On the left, the configuration panel includes: 'Connect Facebook Page' with 'Greg Kononenko' selected; 'Headline' set to 'Build a Large List?'; 'Text' set to 'Would you like to build a huge, responsive list using little-known, latest CPA tricks?'; and 'Call-to-Action Button' set to 'Download'. On the right, the 'AD PREVIEW AND PLACEMENTS' section shows 'Desktop News Feed' and 'Mobile News Feed' both checked with green checkmarks. 'Right Column' and 'Audience Network' are unchecked with red X marks. The ad preview shows a dark image with a man's face, a green arrow pointing right, and the text 'BUILD HUGE LIST USING CPA?'. Below the image is the headline 'Build a Large List?' and the URL 'WWW.BULKUPWITHME.COM' with a 'Download' button.

You can now create an identical ad targeting someone else / another interest or page in your niche, so you have two identical ads running to two different audiences and see which one does better for you.

That's it for now. You have the first part of the system set up. You're generating leads to your squeeze page, which will convert a percentage into subscribers and sales, as well as build up your retargeting audience with the pixel that you placed on your squeeze page.

Examples of ads

You don't need to overcomplicate the ads. Here are some examples of the ads that have done VERY well for us:



The image shows a Facebook advertisement for Greg Kononenko. At the top left is a profile picture of Greg and his name. To the right is a 'Like Page' button. Below the name, it says 'Sponsored' with a small icon. The main text of the ad asks, 'Would you like to build a huge, responsive list using little-known, latest CPA tricks?'. The central image features a green arrow pointing right, the text 'BUILD HUGE LIST USING CPA?' in green and white, a close-up of a man's face with wide eyes, and a blue download icon. Below the image, the text reads 'Build a Large List?' followed by 'Here is a way to quickly grow a huge and responsive list using the latest cutting-edge CPA techniques.' At the bottom left is the URL 'BULKUP.LEADPAGES.NET' and at the bottom right is a 'Download' button.



A screenshot of a Facebook sponsored post. At the top left is a profile picture of Greg Kononenko and his name. To the right is a 'Like Page' button. Below the name, it says 'Sponsored'. The main text of the post asks, 'Can a 60-year old really build a huge, highly responsive email list? Find out here...'. The central image features a portrait of Greg Kononenko on the left and the text 'THIS 60-Y.O. "OLD FART" BUILT A HUGE LIST' on the right, with 'BUILT A HUGE LIST' in green. Below the image, the headline reads 'How A 60 yo. Built A List', followed by a short paragraph: 'Ever heard of a 60-year old "Internet Marketing Wiz"? Amazing story of a 60-year old list builder who has built a huge list well over 10,000'. At the bottom left of the ad area is the URL 'BULKUP.LEADPAGES.NET' and at the bottom right is a 'Learn More' button. At the very bottom of the post, it shows 'Unlike · Comment · Share · 5 likes · 4 comments'.

Note about FB Ads and some sites

You may come across this issue when you are doing Retargeting and sending the people to the affiliate offer.

Sometimes Facebook thinks that my ad links to a “spammy” website... I don’t know how Facebook decides it, but it just does.

So what happens if you direct-link to an offer on WarriorPlus.com for example, it will display this error message:

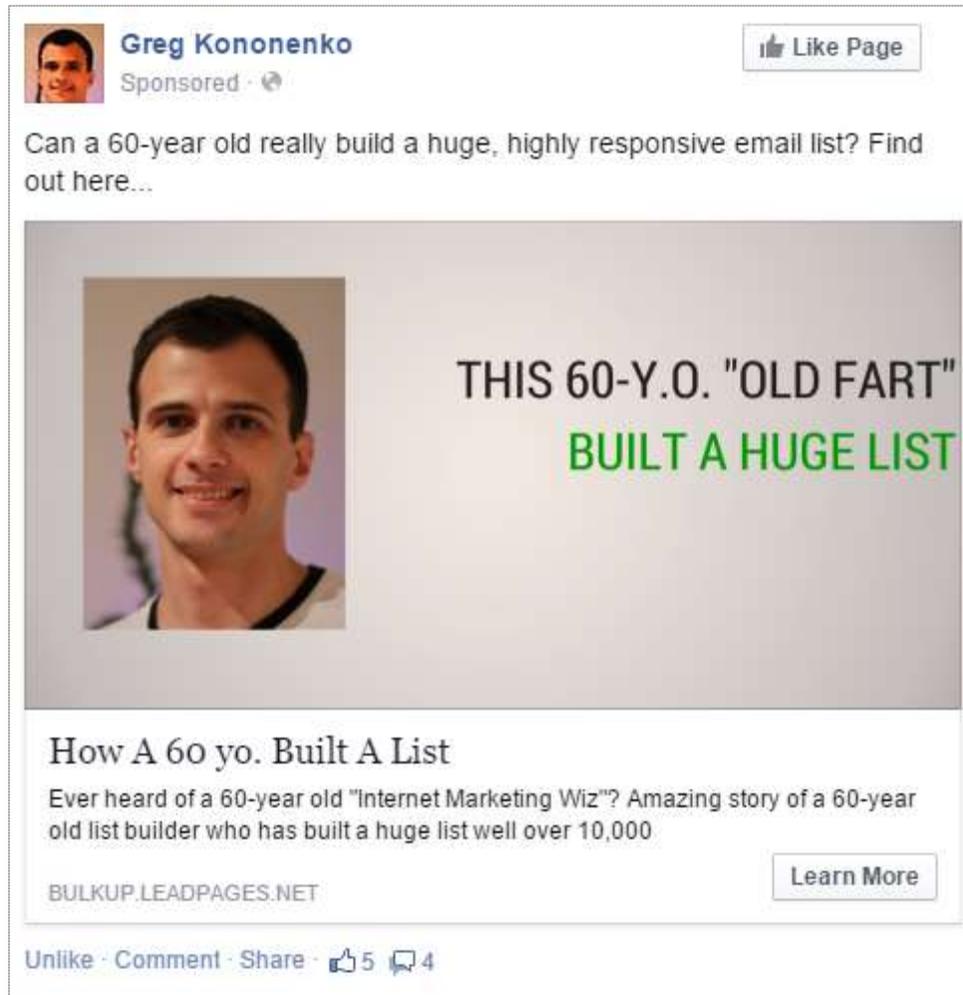


It is not ideal – because most people will then just stop when they see this error... It actually sucks, because WarriorPlus is a trustworthy site, but there is no way for us to prove it to Facebook...

So if you come across this issue, you will simply need to send your visitors to an “in-between” page, basically a page where your subscribers land, and can then click through to the ultimate destination (for example a WarriorPlus offer).

Here is a quick example:

I had that error popping up. I had this ad:



A screenshot of a Facebook post by Greg Kononenko. The post is sponsored and features a large image with a man's portrait and the text "THIS 60-Y.O. 'OLD FART' BUILT A HUGE LIST". Below the image is a headline "How A 60 yo. Built A List" and a short paragraph about a 60-year-old internet marketing expert. The post includes a "Learn More" button and engagement metrics (5 likes, 4 comments).

Greg Kononenko Sponsored · [Like Page](#)

Can a 60-year old really build a huge, highly responsive email list? Find out here...



THIS 60-Y.O. "OLD FART"
BUILT A HUGE LIST

How A 60 yo. Built A List

Ever heard of a 60-year old "Internet Marketing Wiz"? Amazing story of a 60-year old list builder who has built a huge list well over 10,000

[BULKUP.LEADPAGES.NET](#) [Learn More](#)

Unlike · Comment · Share · 5 4

... And I decided to create a "landing page" like this:

I had the faces here, just decided to hide in the e-book...

**WATCH THIS
60-YEAR OLD
"OLD FART"
BUILD A
MASSIVE LIST
FROM
SCRATCH...**

SEE MORE NOW »

© 2015 | [Legal Information](#)

... So what happened was people clicked on the ad, Facebook didn't have a problem with the landing page which I had on Leadpages, and then the people were taken to this landing page and then clicked on "See More Now" and that was it – they went to the offer. I only lost about 5-10% of clicks in transit, but I think people who were really curious were the ones that clicked and those that didn't bother clicking probably wouldn't have bought anyway.

We just wanted to share this with you if you're ever wondering why you are seeing that error message – and what to do about that!

Your assignment from "Module 7":

- Get a Facebook account
- Read the Facebook advertising guidelines

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- Create a Facebook fan page
- Create a campaign following the steps in this module
- Create a duplicate campaign except targeting a second person/interest in your niche
- Run ads for 3-5 days and assess the results

MODULE 8: RUNNING THE NUMBERS!

So now we should have had two ads running for at least 3-5 days.

They are both identical ads, but running to different audiences.

One ad should be having a higher click through rate than the other ad. The first thing we want to do is observe the click through rates.

A really good offer will have a click through rate of above 1.5%, so if one of the two is performing on that level, that will be our audience of choice for the next step.

If they are both performing at this level, take the one with the slightly higher rate, but make note of the other for later.

If both are performing between 0.5% and 1.5%, do the same thing, take the one performing higher but keep the other aside.

If both are below 0.5%, find two new audiences and run the ads again. Do this a couple of times.

If you still are getting consistently under 0.5% CTR, repeat Module 7 with new ad copy, images, and potentially a new offer on your squeeze page until you get higher click through rates.

Once you have at least one ad performing above 0.5% CTR and higher than the other ad, shut the worse performing ad off and continue to run this ad for at least 4 more days.

Now, you will have had people running through your funnel/auto responder series for several days. Some things to check are as follows, since we already talked about CTR:

- Squeeze page opt in rate (aim for 25%+)

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- The offer where you immediately redirect your visitors – check the earnings per clicks (aim for \$0.30+)
- Email auto responder open rates and click rates (you want click rates to be 2%+)
- Cost per lead
- Earnings per lead

The first three bullets are actually all variables that end up playing a part of the last two, which are our end results.

We, very simply put and obviously so, want our earnings per lead to be higher than our cost per lead.

Basically you need to check if you are on track to make back the money you've invested into traffic – and if so, then you are golden.

Remember, we have only had our leads go through several days of the auto responder, meaning there's still 23 more days and plenty more sales to come from those leads.

However, we will want to at least see how the funnel is performing.

There is a chance you have even made your money back already, and if so, you have a winning campaign.

If not, keep waiting the full 30 days and see how you did.

Your assignment from “Module 8”:

- Pick your higher performing ad
- Run for 7 days, observe EPL
- Run for full 30 days, observe EPL
- Split test, tweak and test as necessary to improve EPL

MODULE 9: SCALING THE PROFITABLE OFFERS

So now, your 30 days should be up and you have your cost per lead and earnings per lead numbers.

How did you do?

If you are performing profitably, for example making 30% profit or higher (maybe \$1.50 cost per lead and \$1.95 earnings per lead) then it's time to scale up.

Look at the steps in Module 7 where we talked about "Pages Liked By People Who Like ____" and start running this ad to other interest audiences on Facebook to scale up.

You can also increase your budget within your original smaller audience, while testing out new ones.

If your ad for some reason is not making you profit after the 30 days, you have a bit of funnel optimization work to do.

You will want to start changing out certain things, which we'll break down by order of operations.

The Ad

Perhaps you're getting decent sales from people who actually click the ad you have running, but the click rate is really low and you're paying a bit too much per lead. The first thing we want to do is try changing out the following:

- Ad picture
- Ad headline
- Ad description
- Call to action button

Let's keep the same audience for now, and simply modify the ad to the same offer. You can try to take a different angle. Remember to go for fear and shock value when listing benefits. You will likely have to run a few different ads to get it right, but remember, this is the hardest part.

The Squeeze Page

The next area of concern is the squeeze page conversions. You can modify the following on your squeeze page:

- Headline copy
- Call to action button
- Benefits of product
- Survey questions
- With/without testimonials

Work on improving the squeeze page if you're getting decent clicks but not very many opt ins or people engaging with the form.

The Offer

Now let's say you have a good click through rate from the ad, very solid opt ins coming in from your squeeze page, but the offers you're linking to just isn't converting..

It's time to switch out the offer. Pick something extremely similar, perhaps with a different sales page/angle of a similar or the same problem being solved. For example, switch from one six pack fitness program to another.

Then you can test and see how conversions are with the new one, and keep following this process.

The Follow Up Series

The last piece of the puzzle which can be optimized is your follow up sequence.

Soon, you will be able to see which subject lines out of the 30 had the highest open rates, which calls to action in the emails had the highest click rates, and

over time you'll compile data that you can use to optimize your follow up sequence more and more.

Once you have a "winning" campaign you can officially scale up using the information in this section.

Your assignment from "Module 9":

- Ensure you have a winning campaign by improving the components of your funnel as described herein
- Scale up the campaign by increasing budget and exploring your results targeting similar interests

MODULE 10: RETARGETING FOR CHEAP CLICKS - YOUR “GOLDMINE”

So now you've had quite a few ads run, you've been collecting pixels of everyone who came to your web site across all your ads. It means that you now have

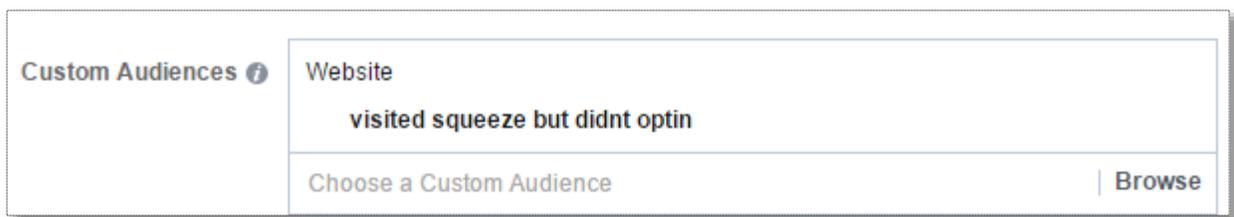
It's time to put this custom audience to work.

THIS is where clicks become VERY CHEAP – as shown at the start of the guide, it is possible to get VERY targeted clicks at \$0.10 - \$0.20 or so.

You can start retargeting as soon as your audience hits around 200 people.

The reason why retargeting clicks are so cheap is because you will get very high click through rates, as people will recognize your FB page name – afterall, they clicked on your ad in the first place!

However, it's big enough to at least get going with. You can now set up an ad directly targeting this audience as follows:



The second thing that you will need to change is where you are directing the clicks. When we were doing the first round of “targeting”, we just sent the clicks to our survey squeeze page, because we wanted to capture them into our retargeting audience, and onto our email list.

Now you need to use a different URL – you can paste in the direct URL of the affiliate offer that you are promoting.

Remember – you can experiment with various offers here – this is now your audience of people.

You can promote same offers to them that are in your follow up sequence.

The only other difference here is that you can choose your budget per click if you want, because this is already an optimized audience who clicks on your stuff, but it will also result in less clicks, but much cheaper than your targeted audience from our initial ads.

Your assignment from "Module 10":

- Retarget your new audience for very cheap clicks and higher profits

MODULE 11: PROFITS MODULE

Well – congratulations!

You are now a proud owner of a brand spanking new list which you have built while making a profit!

So... The question is – what do you do now? How do you make money from it?

It may be obvious to some people, but we felt it was our obligation to make sure you are crystal clear on what to do:

Option 1 – Email Marketing

Email Marketing in itself can be the subject of a 1,000+ page course... So we cannot cover every single aspect of it.

But it doesn't have to be that hard. This is what we do with our list:

- Send 1-2 “value” emails per week – share something useful without asking people to buy anything
- Send 2-3 promotional emails per week
- When you send promotional emails, you may choose to send a “pre-sell” email. The way it works is you send an email today letting people know about a problem, and a cool solution to that problem. Then you let them know about the “awesome new thing you’re testing” or “one of the best solutions for this problem”, and tell them that you’ll send it to them tomorrow. Then tomorrow, you send them the email with the solution and the affiliate link.

Pre-sell emails seem to increase the amount of clicks and the conversions.

So you just stick to the formula above, you will keep your list engaged, and they will continue buying stuff from your links.

This is the primary way of making money with the list.

Option 2 – Selling Traffic

Penny Traffic Cash Surge by Greg Kononenko and Stefan Ciancio

Depending on which niche you are in, you may be able to sell solo ads.

A solo ad is basically an agreement for you to send X amount of clicks to someone's offer in exchange for a payment.

The going prices for a solo ad in the Internet Marketing industry is around \$40 for 100 clicks. In Forex Niche it's around \$60 - \$80 for 100 clicks. In Health and Self-Improvement niches it's around \$50 - \$60 for 100 clicks.

You can go to places like <http://udimi.com/> to register and start selling solo ads 😊

CONCLUSION

So – this is the end of this guide.

Thanks for reading over 90 pages. Wow, it really ended up being quite long, but we sure hope that you have picked up some useful and profitable knowledge.

Let's just do a quick recap of the method and we can call it a night 😊

Recap

So here is what you would need to, if we were to summarize the whole method:

- Get hosting with Wordpress, an auto responder, Instapage, and the Instapage plugin
- Register in Clickbank, JVZoo, Warrior Plus, Max Bounty, and Peerfly
- Find 3-5 offers you would like to promote
- Create your survey style squeeze page
- Place your Facebook custom audience pixel on your squeeze page
- Create your 30 day email follow up series and load into your auto responder
- Create your first Facebook ad and target it to two different interest groups
- Create your Retargeting Ad
- Take the higher of the two based on CTR and observe results for the full 30 days
- Determine your initial cost per lead (CPL) and earnings per lead (EPL)
- Work to improve aspects of ad, squeeze page, offers and auto responder emails in order to improve EPL
- Scale up your successful ads
- Change your Retargeting Ads once your “frequency” stat approaches 5, 6 or 7 – as it means that many people have seen your ad many times

As you can see - once your funnel is set up – it will do all the dirty work for you. Yes it will take some time to build a large list and make a serious income, but you will be surprised how far you can get in a few months.

There is no such thing in this business as instant riches. They just don't exist.

However those who are ready to take massive action upfront, can set up everything in a very smart way and are going to enjoy some really cool profits using these methods.

What's next?

It was a pleasure sharing this information with you and we really look forward to hearing about how you have put it into practice!

Like all of our WSOs, we know this stuff works because we are using all of these things ourselves. So the only thing you have to do is put it into practice – and the success will come.

If you ever get stuck with anything – just give us a shout in our Facebook groups:

Greg's group:

<https://www.facebook.com/groups/801157136614061/>

Stefan's group:

<https://www.facebook.com/groups/1576286345935061/>

You will have the opportunity to network with fellow list builders in the group, ask questions and share ideas.

We strongly recommend you join!

How to contact us

If you need to contact us, the best way to do that is through the Facebook group – we will be hanging out there networking with you all and answering any questions you have.

If you need to contact us privately, our email addresses are below.

THANK YOU!

Thanks for reading, and see you around ☺

To Your Success!



Stefan Ciancio



Greg Kononenko

Done For You Pack / Profit Ignition Pack

Don't forget, that to help you get started quickly, we have provided two option add-ons to the course:

- 1) Done For You Pack including:
 - a. Pre-researched profitable niches
 - b. Best offers to target in each niche
 - c. Interests to target in FB Ads
 - d. Done for you survey questions and headings
 - e. Done for you ad images and ad copy
 - f. Done for you 7-day follow up series

>> [Grab the Done For You pack here](#)

- 2) Profit Booster Pack including:
 - a. Top 10 niches to promote
 - b. Done for you 30-day follow up series in 2 niches

Penny Traffic Cash Surge by Greg Kononenko and Stefan Ciancio

- c. 600+ Stunning Graphics (sales pages, banners, icons and tons of others)
- d. 50 Done For You squeeze pages with PLR rights
- e. Stefan's and Greg's previous products

>> [Grab the Profit Booster pack here](#)