

CPA Boss
Ezra Wyckoff

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Intro, Hello!

Thanks for investing in CPA Boss.

You made a smart choice to get on board with this product before it closes to the public.

This is something I don't want running wild because unlike most products, I am telling ALL including exactly what niche you need to go after and exactly what to promote.

I am 100% positive you will absolutely love what you get out of this product as long as you put something into it!

That's all I ask!

CPA Boss is simple and so this product will be simple.

I'm just going to tell you the needed steps to profit based on what I've done personally and you just believe and do it.

This is no fairy tale or theory, just what I've went through and done myself and a summary of my best results.

All you have to do is give an honest attempt and you will see the benefits come back in your results.

When you begin taking action, remember to focus on one step at a time instead of the end goal. Forget about the money for a bit and focus on the step you're doing at that very moment.

Fully experience each step and put all of your attention and creativity into that one step and then do the same when you move on.

So if you are focusing on getting your ad image more visible, thus raising your CTR, focus ONLY on that!

Tweaking and testing. Adding a red border around the image or a yellow border or tilting the image slightly to one side or zooming into a specific part of the image to make it look weird but still recognizable or a mix of these little tweaks!

If you are building a fanpage, only put your energy towards getting more fans and learning how to spot the small tweaks you could be doing.

Learn how to think less like a marketer and more like your target audience sitting at home on their laptop scrolling through their Facebook news feed.

This WSO is broken down into three simple sections for you to read.

1. Preliminary Facebook Knowledge
2. Main Method and Niche
3. What To Promote

That's it!

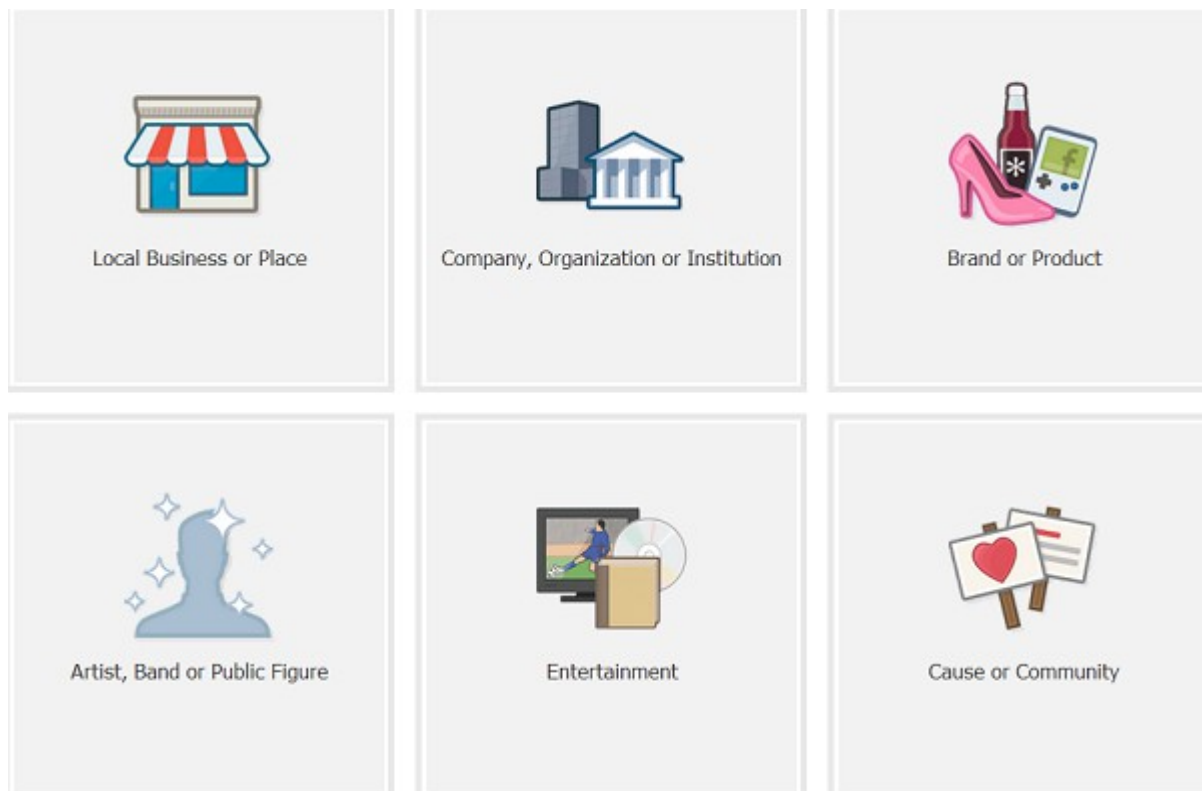
If you need to contact me for support you can reach me at info@wyckco.com

Are you ready? Let's go!

Preliminary Facebook Knowledge

Create your fanpages at:

<https://www.facebook.com/pages/create.php>

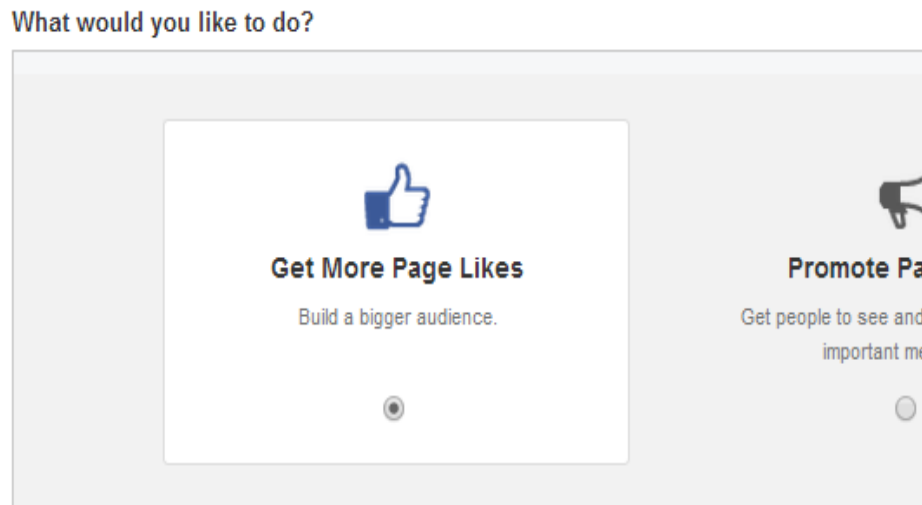


The section I use most is *Cause or Community* but there are times where other sections are needed.

When you have your fanpage created you want to promote it to get more targeted fans at:

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

Keep it on the selected, “Get More Page Likes”.



The golden rule for your ad copy for any ad in any niche is to be SHORT and sweet.

Put some time into thinking of the shortest way to say what you want to say while still holding some punch.

For a lot of instances the, **“Love (blank)?, then like our page!”** works wonders with a bunch of different niches and situations.

For example the headline for promoting this product(if it were a branded name) would be, **“Love CPA Boss?”**.

And the text would keep the simplicity going, **“Then like us”** or **“Then like our page!”**.

Other times this won't do but you always must keep in mind to keep it super short so someone can see it and read it without even trying.

For example, you can make a simple, opinionated statement as your headline: **“Healthcare is too expensive!”** And the text would be something like, **“Agree? Then Like This Page”**.

Or you can ask a question or a rhetorical question: **“Iron Man 3 made \$400 Million?”**

Edit Text and Links

Headline ⓘ 25

Add a headline that grabs people's attention...

Will not display in News Feed ads with larger images

Text ⓘ 90

Sponsored Stories

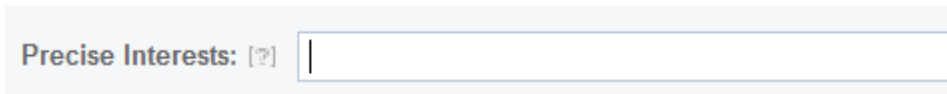
Help people discover your business through their friends. No increase in budget is required.

[Show Advanced Options](#) ▲

Also, make sure you **“UNCHECK”** the option above that is automatically checked, Sponsored Stories.

Although this doesn't require an “increase in budget” it does spend money that doesn't need to be spent from your already set budget.

The Precise Interests section is the section where you will spend most of your time.



Precise Interests: [?] |

Using this tool you want to get yourself a BIG audience.

In most cases, the BIGGER the audience the less you will end up paying for your fans.

You absolutely must only include highly targeted interests. The more targeted your BIG audience is, the less you will pay for your fans.

I only choose results that have a # sign in front of it, like #IronMan3.

As long as your audience is 1 million to 6 or 7 million, set your budget to \$5 per day.

If it's any number over 7 million I set the budget to \$10 per day.

Sometimes you will run into absolutely huge audiences, too huge to run \$5 budgets.

For example, #*Eminem* will automatically bring you too much traffic to put your budget on \$5 per day, not sure the exact number but I think it's over 30 Million untouched by any customizations.

In this case, if you want to go ahead with the \$5 per day budget I would break it down into sex and age. For instance, putting age 21-27 would chop down millions. 21 – 27 males only would do even

more damage.

In my experience, the closer you are to 1 million on a \$5 budget the more of a chance you have to get \$0.00 to \$0.01 likes.

Getting into the 6 and 7 millions, even a high CTR sometimes still wasn't enough to get less than \$0.07 likes.

So more to the combination other than ad copy and image is finding that sweet spot for your niche anywhere between 1 and 7 Million if you are budgeting \$5 per day.

This is all really simple stuff that I used to think was far too complicated for me to try but when explained in clear words without all the mumbo jumbo a lot of “guru's” include in their products.

DON'T try to overcomplicate it, it isn't hard. It's just monitoring and tweaking and the reward is tremendous for this small stuff.

Maintaining your Click-Thru-Rate over 1.0% is important to keep your likes super cheap. A big part of your CTR is the image.

Only work with ONE ad at a time in any one particular niche. Just change things you as look at the results.

You have to tweak little details about your image until you find what catches the eye the most.

You base this on how high your CTR is.

Always choose a raw image that is already very high quality.

Put yourself in the shoes of your target audience and ask yourself if you would like that photo.

I do *SOMETHING* to all of the images I use. No completely raw image has worked for me so I suggest you do the same if you're just starting out.

Bright colored borders work.

“Rough” bright colored borders work.

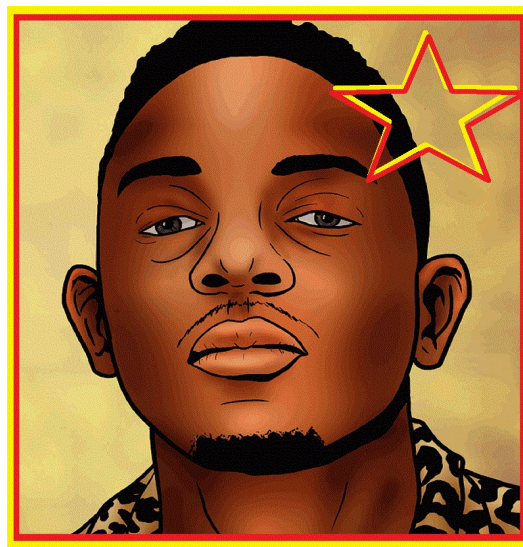
Tilting the image slightly to one side works.

Adding some sort of bright badge, like a star works.

There's just so many different ways you can tweak one image with even the smallest thing and it could make a difference in your CTR and how much you pay per like.

You can really do what you want while sticking to the basic concepts, mix stuff around, create new ideas, etc.

Here is an example of an image with a few of the above points.



You can do most of this in a program as simple as paint.

Here is the end goal:

- Short, punchy ad copy(readable at glance).
- Head turning ad image w/ Click-Thru-Rate over 1.0%.
- BIG audience w/ very precise interests.
- Low \$5 - \$10 daily budget.

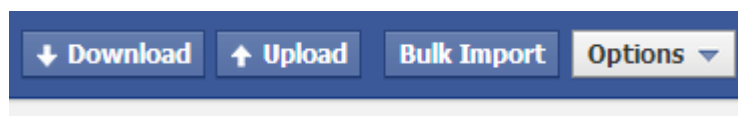
Get these down and you will enjoy insanely cheap likes from \$0.00 - \$0.03 or sometimes just a couple cents higher with certain niches.

Only promote your 'like' campaigns on the right side not in the newsfeed!

You will have much better results with side ads for like campaigns and when you want to start promoting w/ CPC leading out to your own page, newsfeed ads would be the way to go.

You can turn newsfeed ads off completely for a campaign in the power editor found in your Ads manager.

Once you have your ad approved, go to the Power Editor and click on download in the upper right hand corner.



When your information loads, click on your ad on the left hand side and you will find the option to only display your ad in the right hand column.

Placement

- All Facebook (Includes News Feed)
- News Feed (Desktop and Mobile)
- News Feed (Desktop Only)
- News Feed (Mobile Only)
- Desktop (Right-Hand Column and News Feed on Desktop Only)
- Right-Hand Column (Desktop Only)

Once you click on the option it should save by itself.

Promoting status updates via the PROMOTE feature which shows up under your post is a very effective way to advertise offers and affiliate products.

I talked about this a bit in my previous product. When you opt to promote a certain status update via this button:



...you will have the option to promote the post to not only your fans but all of your fans Facebook fans will be able to see the update as well, which can be an amazingly powerful technique to get quick and targeted traffic.

If you have 100 fans and they all have 50 friends you have a potential audience of 5,000 people to promote to.

Here is the box where you choose, "Their Friends" to be able to promote to your fans friends:

Reach more people by promoting your post.
[Learn more](#)

Audience **People who like your Page and**


Their Friends [?]

People you choose to target [?]

Maximum Budget

This budget will reach an estimated 5,000 - 9,400 out of your potential audience of 94,000 people.

[More Options](#) ▾

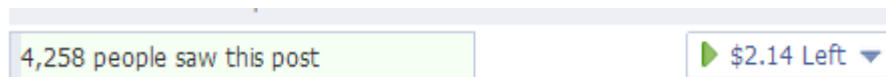
 ▾ **Boost Post** **Cancel**

By clicking "Boost Post," I agree to Facebook's [Terms and Advertising Guidelines](#).

It's up to you how much you put your maximum budget, the higher you put your budget the more your potential audience will increase and the more friends of your fans you will be able to market to.

I always started with \$5 and evaluated the traffic from there.

When you are mid-promotion, you will be able to come back and check out your stats and how much budget you have left.



Hover over the budget stamp and it will show you different stats like how many link clicks, video plays, etc you got from the post so far.

In the beginning when you first get your fanpage up and start getting fans you may not even be able to see the "PROMOTE"

button on your status updates. If this is so, it's only because you are a new page and haven't collected enough overall history yet.

Once your page starts getting likes and traffic, you will see the button pop up out of nowhere.

Also, once your button DOES pop up, there is also another chance that your potential audience is not what it's supposed to be.

I've gotten a fanpage up to 2k likes in the first few days and still the “promote” button showed my potential audience being 20 – 20 people.

From what I understand this is just another waiting game.

The more traffic you have on your fanpage, the faster your potential audience will return to normal numbers.

The more likes, shares, or comments you get on any status update will speed up the time to you getting your full potential reach.

You can speed the process up more by getting your own likes to your status updates via different accounts/IPs or via a Fiverr gig.

People might agree with a status but the truth is if it has zero likes they are less likely to “like” the status because, well I guess people like following other people.

If it already has a few likes then they think, “okay, I'm not the only one to like this status” and it makes them more likely yo click that button.

Getting likes on your status updates is very cheap on Fiverr and can give you a boost. Also, it may be a good idea to get starter fans for you fanpage.

This isn't always needed or required at all but sometimes it really helps to have some initial fans for social proof as it does help depending on the specific niche you are in.

Main Method & Niche

The target is *women*.

Now, women obviously is one gigantic niche but the basic goal of your fanpage is to create a fanpage that majority of women relate to.

Once you find something that is highly relatable to females in general, your page will have an extremely high chance of going viral once you get traction.

Traction doesn't take long at all. Maybe a thousand or so starter likes from Fiverr(not required) and you starting it off by promoting your page for a bit getting real, targeted fans.

Let's face it, women are always a great target for marketing because they love to shop(most of them).

There are so many different opportunities to profit from the natural love of shopping that most females have and one particular one that is seriously making me some serious bank.

CPA networks have dozens of offers that convert awesomely. Amazon has everything a women would want.

I am creating multiple fanpages based around, uhm, “sexy” public figures.

Now don't ask me how to determine who is a good looking guy.

Let's not be all macho[sorry, not meaning to exclude my female

buyers:)], we know who a lot of these ladies like and if not this kind of research is effortless.

Don't be too *judge-a-book-by-its-cover-ish* though because you would be surprised how many stars have a bunch of raving female fans.

I have a page running on Seth Rogen that is almost at 10k fans and is making me insane money, I wasn't sure he was a hot attraction but I made the page anyway and it worked.

You can create as many fanpages as you want to based on different 'handsome dudes' and build up multiple lists of women who are targeted fans of that particular person.

So say you first choose the classic Brad Pitt for an example. I've never done Brad Pitt just so you know.

Keep things simple, name the fanpage something along the lines of, "Brad Pitt is HOT" or "Brad Pitt is Sexy" or any other alternatives.

Then keep the like campaign the exact same.

The title would be the same as you choose above and the text would be a simple, "Like this page if you agree!".

Find a good few pictures to test out following the guidelines you learned earlier and start your like campaign!

You should be able to get at least 500 fans within a couple of days running a \$5 budget and 500 targeted fans is a great start.

This women niche is so easy, probably the easiest money I've made. Just build your fanpages around these handsome dudes and only target women, while keeping your ad campaign strict to the

guidelines you learned earlier.

When your fanpage is getting hundreds of likes per day, you will know what you are holding in your hands is pure gold and you'll be a lot more excited to continue building.

Keep content fresh and added daily. One word: Photos.

Included with a short, "like" Call-To-Action, ex: *"Like" if you stared at this picture for more than 5 seconds*".

Just be creative and upload some pics of the star. You can also upload any current news about them like appearances, movies coming out, etc.

You will have a super alive fanpage in no time! Once you have a nice chunk of fans and you are ready to start promoting some stuff to them, the first step I suggest is a promoted post.

Then you can move on to thinking about running a newsfeed ad!

By this time you're audience should be normal when you promote your post instead of saying 20 people or something. If not, keep posting and getting likes and wait for it to come.

Once it pops up, you can start thinking about WHAT you want to promote and that's what we will talk about next!

What To Promote

I promote a few particular things to these ladies that converts awesome and could be a full time income by itself for anyone.

There are two sides to this; CPA and Affiliate Marketing. Even though this is called CPA boss, the affiliate product I promote is immensely greater then the CPA at this time.

The product is just a hot sellar in the women niche and will be very appealing to a great deal of the women on your fanpages.

First of all, on the CPA side of things, there are a number of offers that convert great on my women based fanpages.

When promoting this and all other offers, you want to find a really good photo related to the offer to upload in your status update.

Here is the offers I promote(all email submits), in order with number one being the one the converts highest and makes most money of them all consistently since I started:

3. **Applebees Giftcard.** This email submit converts great. Upload a photo of a nice, juicy steak dinner from Applebees. Base your short copy from the copy on the offer salespage!



Premiumgiftrewards.net

**A NIGHT OUT ON US AT
APPLEBEE'S
WITH A \$1000 VISA GIFT CARD**
Upon Completion of Purchase Requirements

Enter Your Email Address:

100% GUARANTEE

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*In order to receive the item(s) as offered, you must complete participation requirements which can include taking surveys, requesting information, and purchasing products. View our complete participation requirements for more detailed information. You must be over the age of 18 to participate in this promotion.

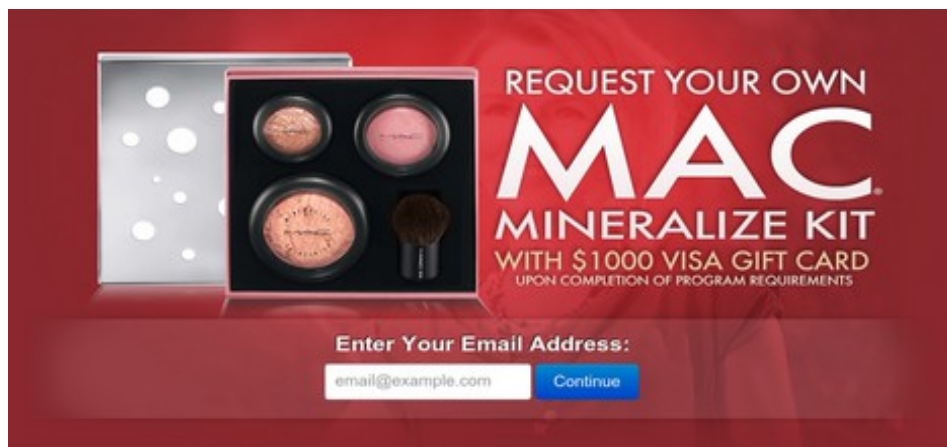
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2. **Amazon Giftcard.** Remember, women like to shop and they love to get new stuff. Amazon has everything they can think of. Upload a photo of any new, hot item people want. Experiment with photos of different higher ticket products.



1. **Make Up.** ALL kinds of make up offers are out there. For the people who are in love with Peerfly, I know they have a bunch over there. It's so much stuff, mascera, mineralizer, lip gloss, etc, etc.I post pictures of models highlighting the specific area of make-up.

Pretty easy to find pictures for this one and these make-up offers make the most when I post.



All of these offers are very easy to access and most networks don't require further approval or anything so you can just jump right into it.

I also sometimes post baby related offers as well which also makes money every time. Don't forget when you are promoting a status update, it is being shown to your fans friends as well!

Be creative and you will get leads with every promotion.

For CPA offer you want your link in your promoted status update to lead to your own landing page first and then shoot them over to the CPA Page.

If you are not landing page savvy, you can get a full custom landing page done easy over at Fiverr or Warrior For Hire.

You can also find a very simple, "landing page" style theme over at weebly.com and use weebly as your makeshift landing page if you don't want to spend those few bucks.

A lot of my buyers have been telling me their success with this no-cost landing page source when sending traffic from Facebook.

Weebly is very easy.

And for this, all you need to do is have a clean page, no tabs beside home and put a nice photo related to the offer smack in the middle and link it to your CPA offer when clicked on.

No banners, tabs, or any other content. Just pointing straight to your photo link to the offer.

Have a short Call-To-Action right above the photo telling them to click below to get to the offer they were presented on Facebook.

Last but certainly not least is the true gold nugget of this product. To this day I have been paid out over **\$12,000** in barely over a month time from ONE particular product.

I got this idea a while back and never found the right host to make it happen after searching for weeks.

I gave up for a while but fell right back into it when I literally accidentally ran into the perfect piece of the puzzle that was missing the first time.

My VERY FIRST attempt promoting this in paid promoted status update made over \$400 in two days! TWO DAYS.

The product is just something I see selling for a long time to come and there is no reason for you not to hop on this train NOW.

You definitely want to promote everything I have mentioned today in this product but you DEFINITELY want to promote this.

I ran into this a couple of months ago and instantly knew I had something as long as I actually got paid on time for my work.

I sacrificed two weeks of hard work and money invested and to my joy I got paid on time and in full without any hiccups.

I've been paid without any problems ever since then and with their frequent payments I had ZERO cash flow problems.

So without further ado, have the reveal on the next page.



House of Beauty
High End Hair At An Affordable Price

Start Your Own Hair Business Today
Celebrity Quality Hair



PARTNER WITH US AND EARN COMMISSIONS
NO INVENTORY REQUIRED

LOW COST VIRGIN HAIR

CLICK HERE



STRAIGHT



LOOSE WAVE



BODY WAVE



DEEP WAVE

HOORAY FOR HAIR WEAVE!!!

Promote inexpensive, premium hair weave on your fanpages and you be running to the bank.

You can get an immediate 20% commission for each bundle that you sell and just believe me, these sell like hot cakes.

You have the opportunity to get much more than 20% per sale, you can read more about that and sign up to get your affiliate stuff ready to promote here:

www.houseofbeautifulhair.com

The cool thing is you get paid every two weeks after purchases are made so you can have MAJOR cash flow coming in very frequently.

Also, not only will you get paid 20% of every sale a customer makes but you will be paid 20% of EVERY future sale. This is a product that women buy over and over making this a very long life income stream.

You need to hand over \$9.95 for the customer associate program to have access to all of the hair. Your fee to maintain the benefits will easily be covered the second you start promoting.

What I like is being able to promote as much as I want and not have to worry about inventory and shipping and all of those headaches.

This is a MEGA converter here and it's super hands-off, being driven by simple status updates.

I upload pics of bundles of hair along with a celebrity next to the picture with hair weave in like below:



Keep the copy and CTA really simple just as we've learned, stress the AWESOME discount and extremely high quality of the hair compared to a lot of local places.

And **\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$** in the bank.

That's it guys and gals. Take everything I taught you today and use it tomorrow and every day after! I guarantee the money will come in bundles!!!!

Again, if you need to reach me, please send an email to info@wyckco.com and I will do my best to get back to you within a couple of days with a detailed response to your inquiry!

Thanks again guys, now go out there and change your lives with this simple information!

God bless,
Ezra Wyckoff