

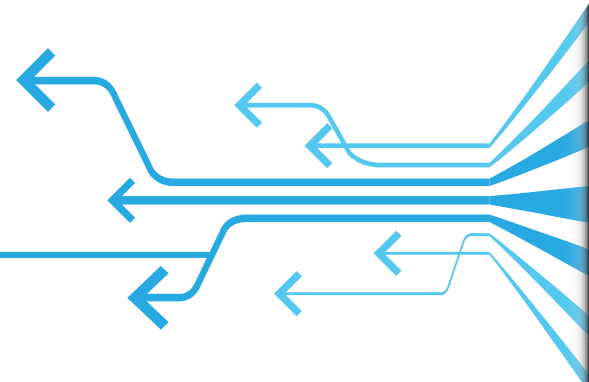
# The 3 Ultimate Traffic Pillars

Access To Millions of Highly-Targeted Visitors For Pennies On the Dollar



**Fred Lam**

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# Introduction

## Meet Fred Lam

From dishwasher to CEO of several multimillion-dollar businesses, Fred Lam is unique. Though he never set foot in college...though he didn't grow up in a family filled with entrepreneurs...he has one of the most sought-after gifts in the online world. It's his extraordinary skillset of traffic generation in Media Buying.

Through years of training and testing, Fred embraced numerous opportunities and became a media buying industry expert.

While Fred was working as a dishwasher, he was introduced to a friend who first taught him about Internet Marketing. That friend, who is his business partner today, encouraged him to pursue an underserved, yet very lucrative skillset — media buying. His first media buying venture went from a \$10,000 investment to over \$4.6 million dollars in sales in just a few short months.

Sales By Date: Monthly					
Date From	Date To	Submit			
Month	Orders Count	Gross Sales	Shipping	Taxes	Net Sales
March 2008	1259	\$103986.70	\$1554.00	\$0.00	\$102432.70
April 2008	11212	\$914375.55	\$15661.45	\$0.00	\$898714.10
May 2008	18308	\$1510643.54	\$35025.20	\$0.00	\$1475618.34
June 2008	13382	\$1107441.05	\$18615.30	\$0.00	\$1088825.75
July 2008	7110	\$600839.45	\$12413.35	\$0.00	\$588426.10
August 2008	3812	\$331951.80	\$7108.75	\$0.00	\$324843.05
September 2008	1959	\$174327.16	\$3225.90	\$0.00	\$171101.26
October 2008	466	\$46596.60	\$813.75	\$0.00	\$45782.85
<b>Grand Total</b>	<b>57508</b>	<b>\$4790161.85</b>	<b>\$94417.70</b>	<b>\$0.00</b>	<b>\$4695744.15</b>

He put everything he had learned about media into play to scale this business. Eventually, due to a lack of infrastructure, the business collapsed. Fred went through a state of depression back then — he lost everything he had worked for.

# Introduction

## Meet Fred Lam

But he didn't lose everything. He still had a skillset that was valuable, in demand, yet very rare. Only a handful of people on this planet knew how to effectively purchase online media to maximize traffic and minimize cost. With his media buying and traffic generation skillset, Fred started his own agency.

Shortly after Fred started his new agency, he was pursued by a local BMW dealership to be their Marketing Manager. Fred accepted the offer. In as few as 6 months, Fred established a name for himself within BMW Group Canada. At that point, he was the youngest Marketing Manager in the entire BMW Group. Yet, his ability to initiate online advertising surpassed everyone at BMW Canada, even the agency that works directly with BMW Canada and Fortune 500 companies.

While Fred was taking BMW to new heights, his old business partner proposed another opportunity to him. Together, they co-ventured a new business. In as little as 5 months, the new business skyrocketed to over \$6.4 million in sales.

Since then, Fred has worked directly with many entrepreneurs to create multimillion-dollar businesses — all though his media buying secrets. Fred Lam was also recognized as Clickbank's top client two years in a row. Today, Fred is a certified Google Partner and works directly with the senior teams at Google.





## Introduction

## Meet Fred Lam

In this free white paper, Fred will be sharing with you the three pillars to get a tidal wave of traffic for less than most advertisers and even Fortune 100 companies. Not only will he be sharing this hugely beneficial information with you in this free white paper, he has a [free 3-part online training workshop](#) that he would like to invite you to join.

The [live 3-part workshop](#) is all about traffic. You'll learn how to generate the most traffic possible from Facebook, Google and other search networks at the least possible price! These workshops are absolutely free! If you have a business or if you're considering launching a business, this is critical information you don't want to miss. You'll get the chance to acquire the same skillset that allowed Fred to create several multimillion-dollar businesses. [Sign up now, mark your calendar and be there.](#)

## Chapter One

# The Pillars Of Traffic

In any business, regardless if it's a traditional retail store or an online venture, traffic is key. As a matter of fact, I firmly believe any successful multimillion-dollar business owner will agree with my belief — traffic is the Holy Grail.

You see, your website operates much like a retail store. When you open a new retail store, you would first look at where the store is located before you rent the space. What's most important? The amount of traffic in that area, of course! And the total cost of the lease is directly affected by the amount of foot traffic you get to your store. More traffic, the higher the lease cost. Less traffic, less cost.

Naturally, space in a mall that gets high foot traffic commands a high dollar price. However, a similar-sized space in the middle of nowhere will cost next to nothing. The cost of the lease is actually an advertising fee to get traffic to your store.

Now, when you create your website, it is like having a retail store in the middle of nowhere. You could have the best product or service. Doesn't matter. You're getting little to no traffic, little presence, and practically no sales.

However, if you use the same thought process as opening up a retail store, you can invest the lease into paid advertising to drive traffic to your website. Now you have highly-targeted prospects going through your sales funnel. Unlike a retail shop in a mall where you may get a sizable audience, yet few are interested in what you have to sell, online allows you to specifically target your ideal audience.

You may be thinking you can commit yourself to the ongoing drudgery of search engine optimization... or buy email addresses... or be active on social media. Yes, each of those could bring prospects to your sales funnel. Little by little by little. And it will take a long time. Yet, if you want to scale your online business to 7-figures or even 8-figures, you need to invest in paid advertising.



# Chapter One

## Your Perception Of Paid Advertising

When it comes to paid advertising, it may sound difficult to you. Maybe you're worried you would have to put out a large budget, burn through some cash, and simply hope to acquire new customers.

Yes, there are many people out there that take this approach. Only because they don't know what they're doing! Typically, this "blindfold" approach to marketing applies to traditional advertising such as radio, TV, and newspapers. In traditional advertising, you place an advertisement to a mass audience where the majority of them are not even interested in your products or services. You will also have no way tracking where your customers are and which advertisements they saw. You are practically throwing a massive budget into a black hole and just waiting to see what comes out of it.

Most business owners see marketing and advertising as an expense. This is absolutely incorrect. Advertising is NOT an expense. It is a necessity to any businesses to scale to a 7- or 8-figure empire, especially online businesses.

Online paid advertising works completely different than traditional. It is the Holy Grail to fuel your website and your income. You can track specifically where your sales are coming from and who your customers are. Most importantly, you can show your advertisement specifically to audiences that are highly targeted and are ready to open their wallets.

However, if you aren't sure what you are doing... if you have no guidance on how to use paid advertising to your advantage... you will be throwing money into a black hole just like traditional advertising.

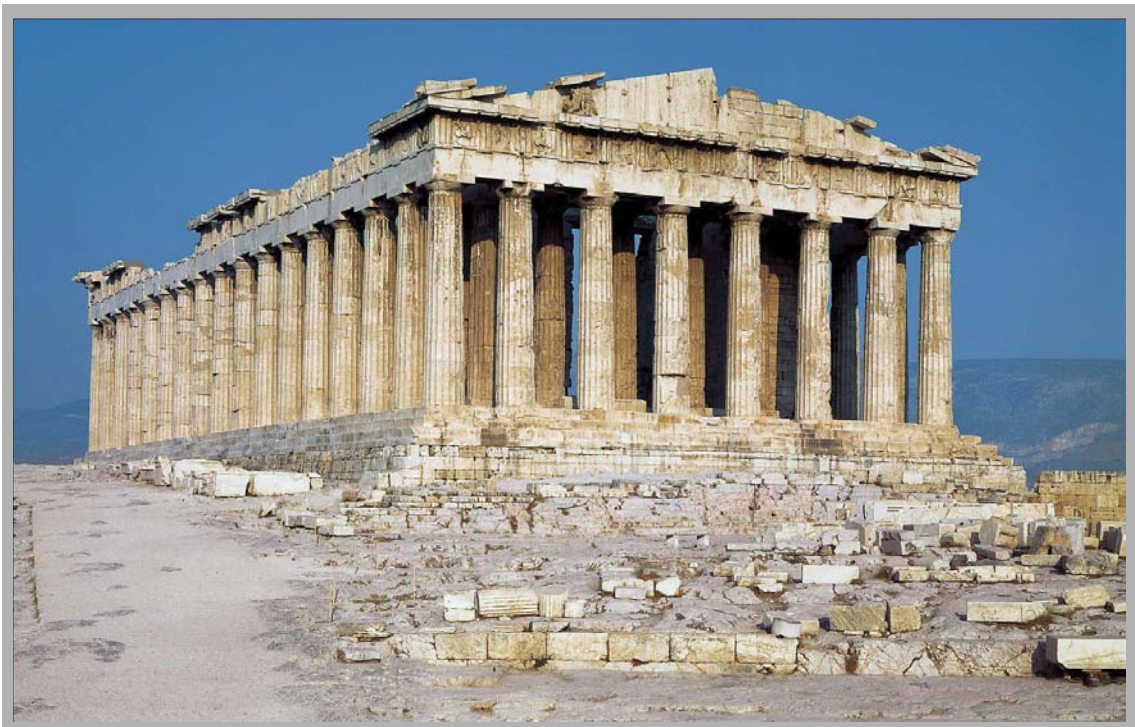
In this free white paper, I will be exposing three unique techniques that will allow you to start building your business and scaling your business by confidently using paid advertising with minimum risk.

Not only that, I will soon be hosting **[3 LIVE online training](#)** events so you can watch over my shoulder to see precisely how I use these techniques. These extraordinary training opportunities are absolutely free! You don't need to pay a single penny to attend, and I highly encourage you to come on and learn. **[To get more details, please click here or visit \[www.iProAcademy.com\]\(http://www.iProAcademy.com\).](#)**

# Chapter One

## The Greek Column

You may be wondering why I would name this white paper with the word “pillars” on it. What do pillars have to do with advertising? You see, before you can sustain and scale your business to multimillion-dollar figures, you first need to structure your business like a Greek column. For those of you who don’t know exactly what a Greek Column is, here’s a picture.



The pillars support the roof at the top. The more pillars it has, the more sustainability it will get. What happens if one of the pillars collapsed? Nothing! The other pillars support the entire structure!

Your online business should be built like a Greek column. The roof is your business. It’s your website and what you have to offer. The pillars that support the roof... they are your traffic. The more traffic you have flowing to your website, the more pillars you have. And the more pillars supporting your business, the more your business is set for long-term growth. If you build your business on a single pillar, you are completely vulnerable for a complete

## Chapter One

# The Greek Column

collapse of your business. Your job is to create as many pillars as possible. For anyone operating an online business, the more traffic sources you have up and running, the more sustainable your business is and the more likely your business can scale. I've seen numerous online business owners that focus on just one traffic source. Inevitably, once that traffic source starts to collapse, the entire business collapses with it.

For all of my existing businesses, as well as new ventures that I create, I build it with this Greek column philosophy. This is how I am able to create an extremely sustainable business and scale that business in a very short period of time.

In this free white paper, I will show you how to follow in my footsteps. I will be specifically exposing 3 pillars of traffic that can help you scale any business.

Not only will I be showing you the 3 traffic secrets, I also want to invite you to my [upcoming LIVE 3-part online training workshop](#). There, you'll be able to watch over my shoulder and learn how I initiate these traffic sources for mere pennies! [This 3-part online training workshop is completely free! All you have to do is sign up, mark your calendar, and get ready to learn!](#)



**Learn How to Build Your Business with  
a SOLID 3-Pillar Foundation!  
Sign Up for Our FREE Traffic Workshop Starting  
on August 20th!**

In This 3-Part Online Webinar Series,  
You'll Learn How to Set Up Your Google and Facebook ad  
campaigns for Maximum Exposure and Minimal Cost!  
**Seats are Going Fast — Register Now!**

## Chapter One

# The Advantages of Paid Traffic

Whenever I attend an event or a private mastermind, I get bombarded with questions after questions on media buying. Almost all of elite online business owners complain to me about the lack of traffic they get to their website. You see, almost 90% of online advertisers do not even have experience in buying media. Years ago, when I first learned this fact at one of my events, I was shocked. I thought that any successful online business owner would know a lot about paid advertising. But the brutal truth is, the majority of them don't know. Even if they did know, they lack the advanced knowledge necessary to scale it with paid advertising.

Not only is media buying a skillset, it's a huge advantage to any organization, especially an online business. It will allow you to specifically control who goes to your website, what message you deliver them, and most importantly, how much it costs you to acquire a new customer. Having the capability to directly narrow down to the specific audience that is interested in what you have to sell is extremely important. You don't want to pay for garbage traffic that's not interested in what you have to offer. By doing so, you're essentially burning cash and throwing it into a black hole. Now, if you know exactly what you are doing when you are advertising online, it's a win-win for you and your business.

Let's face it; online media buying is a little-known skillset. But taking the time to learn it can open up opportunities for you to scale your business to 6-figures, 7 figures or even 8-figures. In fact, I was presented with an awesome opportunity last year. I jumped on it right away. Because of my experience with media buying, I was able to make \$5 million in sales in one short year!

# Chapter One

## The Advantages of Paid Traffic

Here's the proof:

Sales By Date: Monthly					
Date From	1/1/2014	Date To	12/31/2014	Submit	
Month	Orders Count	Gross Sales	Shipping	Taxes	Net Sales
January 2014	1086	\$264784.07	\$21938.82	\$0.00	\$242845.25
February 2014	1033	\$239524.67	\$16900.32	\$0.00	\$222624.35
March 2014	2061	\$375315.09	\$26117.04	\$0.00	\$349198.05
April 2014	2559	\$530879.67	\$27864.97	\$0.00	\$503014.70
May 2014	2118	\$398969.54	\$16151.64	\$0.00	\$382817.90
June 2014	3392	\$484622.06	\$26116.95	\$0.00	\$458505.11
July 2014	4769	\$591890.85	\$35680.18	\$0.00	\$556210.67
August 2014	3425	\$475229.73	\$27363.45	\$0.00	\$447866.28
September 2014	2458	\$374814.05	\$18356.54	\$0.00	\$356457.51
October 2014	3258	\$450127.22	\$25480.52	\$0.00	\$424646.70
November 2014	3032	\$375954.52	\$29252.47	\$0.00	\$346702.05
December 2014	2197	\$292612.20	\$15118.82	\$0.00	\$277493.38
<b>Grand Total</b>	<b>31388</b>	<b>\$4854723.67</b>	<b>\$286341.72</b>	<b>\$0.00</b>	<b>\$4568381.95</b>

With paid advertising, you get to be in control. Control is everything. With paid media, you get to control your budget, your cost per visitor, who sees your ad, where your ad appears and most importantly, you control the profitability of your business.

There is no other medium that will allow you to have this level of control. Only online paid advertising. Once you've mastered traffic generation, not only will you be ahead of industry leaders, you will be in a position where it will allow you to scale your business and retain a skillset that any company will be hungry for.



## Chapter One

# The 3 Pillars Of A Multimillion-Dollar Business

In this free white paper, you will be exposed to 3 specific pillars that I use for all of my businesses. And by using just two of them, it can already lead your venture to a multimillion-dollar figure. I'll be honest with you, three pillars is the minimum you should strive for. Like I said earlier, the more pillars you have supporting your business, the more sustainable your business is and the faster it will scale.

The majority of my businesses have five to six different types of traffic sources, but I can only cover three in this white paper. This is why I'm hosting a LIVE 3-part online training workshop so you can discover the rest of the traffic-generating pillars that will grow your business. You don't want to miss it!

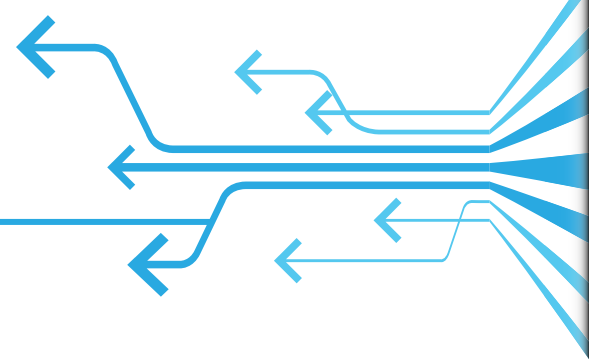
The following 3 traffic sources I'm about to show you will be an eye opener. I will be showing you how to get access to over 2 million websites with just a few click of a button. Then followed by targeting on steroids — something Google can't do. Lastly, my favorite, I will be exposing a secret only the top 1% of Internet Marketers know — how to legally and ethically steal website visitors from Fortune 500 websites. Yes, you can literally steal their website visitors to go to your website.

With these 3 simple, yet super effective and profitable traffic sources, you will embrace something you'll never be exposed to before. Most importantly, you need to take action. This free white paper will mean nothing to you if you just let it sit there on your hard drive. Open it, print it, read it and apply what I have to share with you.

As a matter of fact, to get the most value for your business, [join me in my FREE LIVE 3-part online training workshop](#). The amount of information you're about to learn took me over a decade to discover. Now, it's all given to you. [Get ready to learn and acquire your new valuable skillset — media buying.](#)

# Chapter One

## The 3 Pillars Of A Multimillion-Dollar Business



**Take CONTROL of Your Business!  
Learn the Valuable and Beneficial Skill of Media Buying. Sign Up for Our FREE Traffic Workshop Starting on August 20th!**

In This 3-Part Online Webinar Series, You'll Learn How to Set Up Your Google and Facebook ad campaigns for Maximum Exposure and Minimal Cost!  
**Seats are Going Fast — Register Now!**

## Chapter Two

### Cheap Access To Over 2 Million Websites

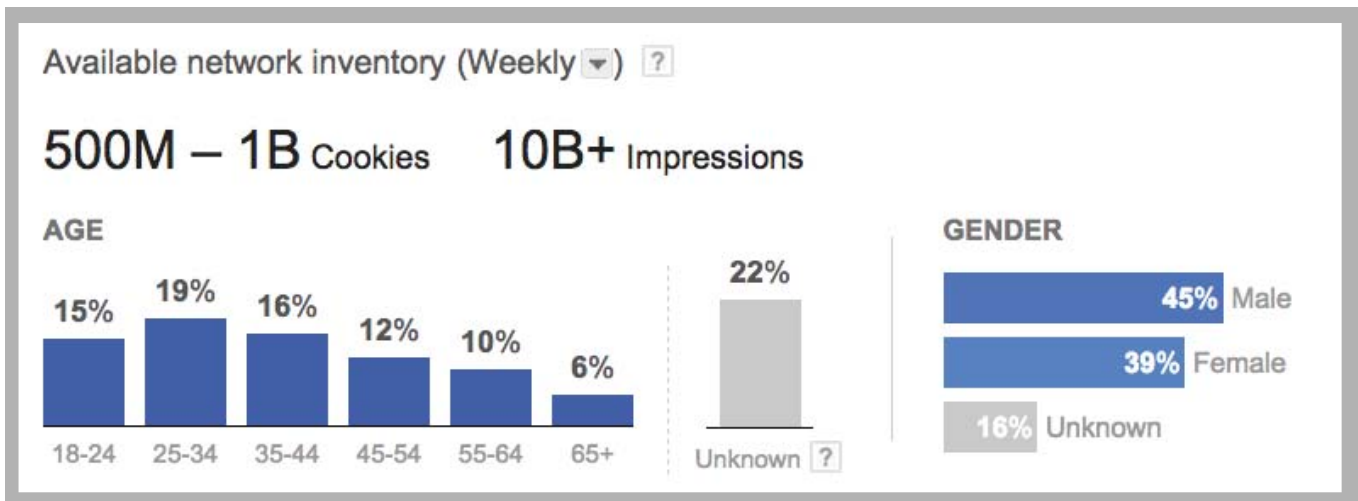
What you're about to be exposed to will shock you. There's a specific way that you can get access to over 2 million websites with just a few clicks. Now, I'm talking about websites from NYTimes.com, to websites that have millions of visitors a day to even your favorite website.

Many people in this industry do not know the full potential of this. They don't even know this exists! As a matter of fact, many of the people that do know about this technique are already running a 7- to 8- figure business. This specific traffic source is extremely powerful, and the power behind this will allow you to access billions of impressions a day.

Yes, a day.

It's like delivering your message to just about every single person in China and India combined.

Here's a screenshot to prove to you that I'm not making this up.



Imagine yourself tapping into this opportunity to access over 2 million websites with just a few clicks. The potential for your business is unparalleled to anything you've done in the past.



## Chapter Two

### Cheap Access To Over 2 Million Websites

What if I were to also tell you that all you need to do is simply press a few buttons to gain this awesome access? Sounds too good to be true, right?

Well, I can assure you, with just a couple clicks you can get full access and have your ads up and running within the hour.

Not only are you able to get access into millions of website, you are given the capability to control. You can control exactly where your ads are showing up, on what website, and most importantly... at a price you can afford. But don't start purchasing all the inventory because you won't be able to purchase all 2 million websites. But you can narrow down specifically to your potential prospects that will be ready to give you their credit card.

This specific traffic source is called Google Display Network.



## Chapter Two

### Network Within A Network

You may be thinking, well Google is just a search engine. How am I able to access over 2 million websites through Google? That is true, but you've only seen a fraction of what Google's capabilities really are.

Google is a network within a network. There is a lot more to Google than what meets the eye. Many advertisers fail on Google only because they don't understand the complex system that it has. It may look simple, but there are numerous hidden features that many people are not aware of. Before you advertise with Google, you have to understand entirely how it works. Most importantly, you must understand the mentality within the audience in which you are about to advertise.

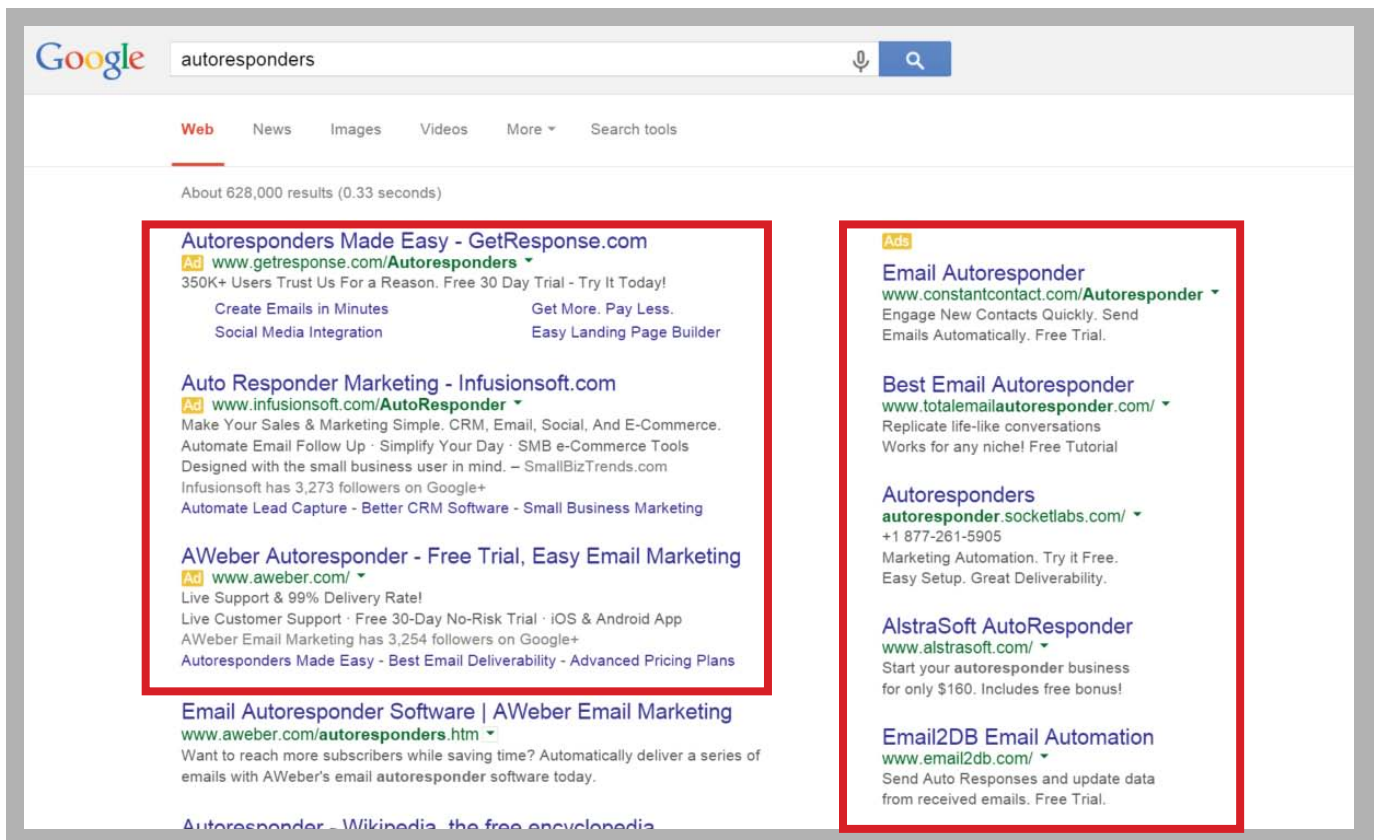
Google specifically breaks down their network into 3 different venues. Search, Contextual and Display. Each of these venues has its strength. Yet, at the same time, the psychological mindset of the people that are seeing your ads are completely different.

# Chapter Two

## Search Audiences

Search network is one of the best ways to turn new prospects into your customers. As a matter of fact, these are people who will more likely purchase products and services from you because they are hyperactive buyers. Before I explain further on what I mean by hyperactive buyers, I wanted to show you what I mean by search network.

Here's a screenshot of what search ads looks like within Google.



Your ad will only show to people who are hungry for your information, product or services, because they are potential prospects that are actively searching for a solution. Whenever someone goes to Google and types a specific keyword in the search query, they are looking for an answer or a solution that's been on their mind. When they find what they

## Chapter Two

### Search Audiences

want and you have the specific product or services that can solve their problem, they can turn into your customers instantly.

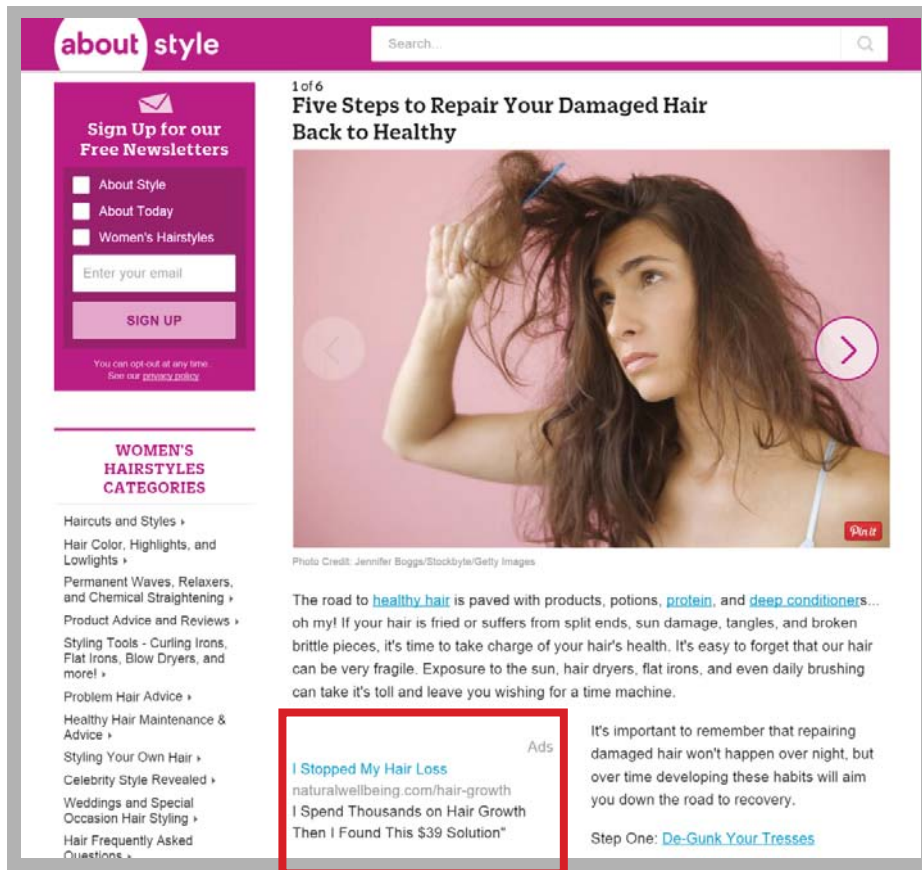
This is why I call them hyperactive buyers. They are already in a buying trance and ready to pull out their credit card to give you their money in exchange for your products or services. Since the search network has such massive capability, there is simply one downside. Competition. When there's a high competition in a specific network or a venue, cost will go up.

Now that doesn't mean you can't afford the cost in this competitive space. If you know how to set up your campaigns properly to achieve a high quality score — a system that Google follows to determine your cost — your cost will be far less than what others are paying. In other words, it can turn into a very profitable campaign for you.

# Chapter Two

## Contextual Audiences

The next of Google's networks is its Contextual Network. This may sound a little new to you so below is a screenshot of what a contextual ad looks like.



Contextual ads are simply text ads that are embedded onto a website. The majority of the time, this ad is placed right beside an article. Google's contextual network is their least expensive form of advertising traffic. However, you may experience lower conversion rates because the buying behavior is very different in contextual networks.

The ultimate key with contextual networks is positioning your ads near an article that shares a similar interest or topic to what you're promoting. If you are able to make such a connection, you can experience clicks for as little as just \$0.10. Yet the amount of traffic you can get from this is like a tidal wave! You will be flooded with traffic — very profitable traffic — but only if you are able to make such a connection from your ad to the article.

# Chapter Two

## Display Audiences

Display network is the last and most effective network within Google. This is the exact network that can give you access to over 2 million websites — from large news broadcasting websites to small, insignificant sites. As a matter of fact, this network itself has brought in millions of dollars of sales for my businesses.

Here's a screenshot of a snippet of my display traffic that I am purchasing straight from Google Display Network.

<input type="checkbox"/> Name ^	Clicks	Leads	Sales	Amount
<input type="checkbox"/> <a href="#">Google - Display - Affinity   Health &amp; Fitness Buf</a>	25335 [26378]	37 [0%]	24 [0%]	\$6,341.65
<input type="checkbox"/> <a href="#">Google - Display - Keywords</a>	816558 [852515]	2735 [0%]	3111 [0%]	\$616,058.73
<input type="checkbox"/> <a href="#">Google - Display - Keywords (120x600)</a>	18281 [18371]	3 [0%]	3 [0%]	\$1,113.90
<input type="checkbox"/> <a href="#">Google - Display - Keywords (160x600)</a>	62091 [62988]	83 [0%]	104 [0%]	\$21,798.40
<input type="checkbox"/> <a href="#">Google - Display - Keywords (250x250)</a>	152160 [154561]	150 [0%]	174 [0%]	\$32,395.60
<input type="checkbox"/> <a href="#">Google - Display - Keywords (300x600)</a>	64396 [66140]	235 [0%]	280 [0%]	\$53,685.30
<input type="checkbox"/> <a href="#">Google - Display - Keywords (336x280)</a>	439604 [451233]	1300 [0%]	1601 [0%]	\$324,531.99
<input type="checkbox"/> <a href="#">Google - Display - Keywords (468x60)</a>	206206 [207555]	171 [0%]	201 [0%]	\$41,471.45
<input type="checkbox"/> <a href="#">Google - Display - Keywords (728x90)</a>	263625 [270661]	568 [0%]	666 [0%]	\$132,145.10
<input type="checkbox"/> <a href="#">Google - Display - Topic   Aging &amp; Geriatrics</a>	584 [609]	1 [0%]	0	\$0.00

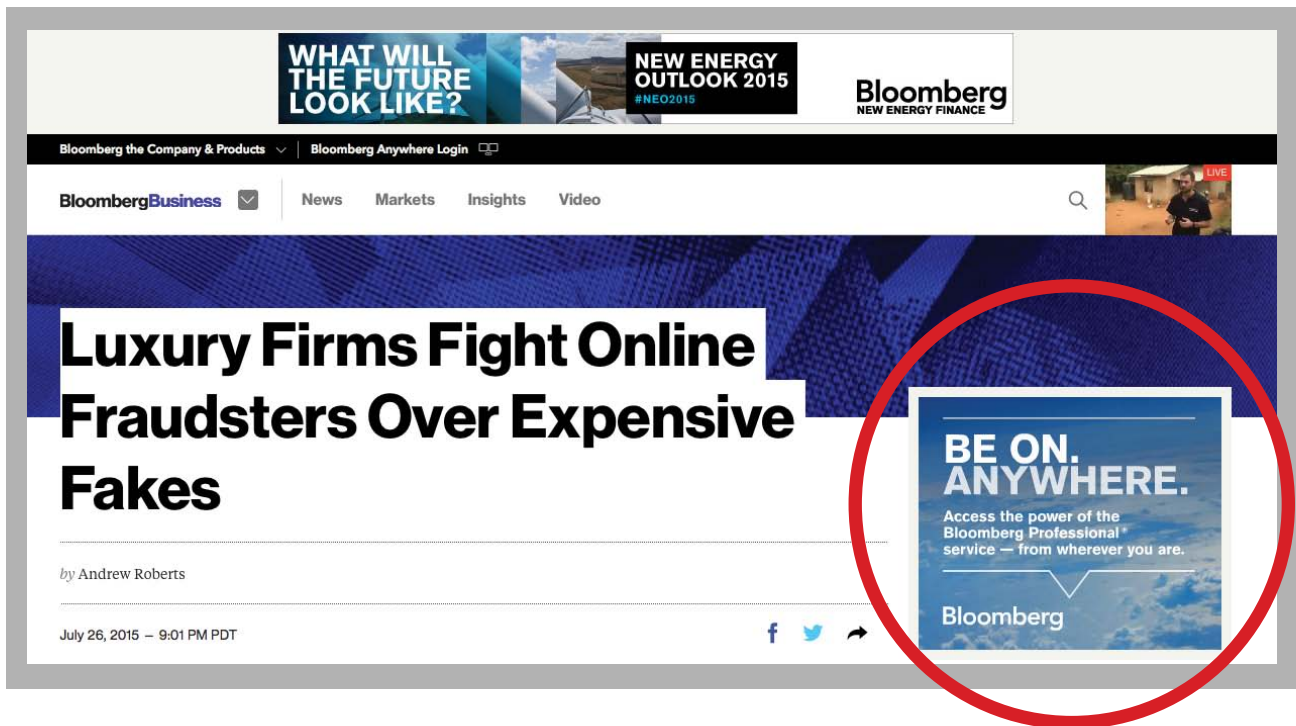
According to ComScore, a leading source for analytics in the digital world, they've confirmed that Google Display Network reaches 90% of Internet users. This is how powerful this single network within Google is. I use the exact same method I'm about to share to you to promote all of my businesses, and the results are very rewarding. It allowed me to scale any business with just a couple clicks on my mouse. It's also a major reason why I'm able to drive over 2 billion impressions for my campaigns. Yes, billions of impressions — not millions. My ads have been served over 2 billion times. Did that cost me a fortune? No, because I understand the game and leveraged it.

You may be wondering right now what exactly is Google Display Network and how does it look?

## Chapter Two

### Display Audiences

Here's a quick screenshot of what display looks like.



The audiences within display are far different than other audiences. These people are most likely not ready to purchase anything or in a buying trance. Certainly, the placement of your ad and where it is shown will help, but you need more. Your job is to attract people to your ad and make them click.

Display ads must grab their attention. You need to utilize a hook to get them to click on your ad and go through your sales process. As a matter of fact, what you have on your landing page is even more important. You need to know how to hook the audience and turn activate their buying trance. How? You need to make them forget what they were doing a few seconds ago when they were on another website seeing your ad.

If you are able to understand exactly how to place your ad in over 2 million websites and find the right audience, you'll have a powerful leverage to create a multimillion-dollar venture. The amount of traffic you can get from the Display Network has produced many 7-figure businesses. It can do the same for you!

## Chapter Two

### The Google Setup Scam

Many small advertisers and business owners have failed simply because they aren't clear what to do. To be honest, Google doesn't make it very easy. One very brutal and costly mistake that many of them are making is understanding the Google set up. If you've never advertised on Google before or has failed in any way, this is absolutely one of the most important insights you'll ever be learn.

I hate to say this because of my relationship with Google and how much I love them. But it is important for you to know how to succeed. Google's default setup is a scam. Yes, a scam. If you have no clue what you are doing and start an advertising campaign with them, you're probably going to lose a lot of money. It will be so costly, you'll be afraid to even look back at your dashboard and account.

The default setup of Google looks simple, but there's a lot more to it than what meets the eye. By default, your ads are running everywhere. Your ads will be showing up on keyword searches that you don't even want to be in. Most importantly, your ads will be shown to all 3 networks where one message will not work for 3 different types of audiences. Like I've explained earlier about the 3 different networks within Google and how each of the audience responds differently, one single ad will not successfully target these unique audiences. It's like talking to 3 different generations with the same exact message. Do you think a grandmother, parent and a teenager will respond the same when shown something? Absolutely not. Yet Google's default setting is setup to do just that.

This is why you need to understand fully the setup part and how to do it properly. I was surprised how many elite entrepreneurs actually are not aware of this. If you are wanting to know exactly the right way to set up your Google Display account and fully use it to your advantage, [sign up to my FREE, LIVE 3-part online workshop](#). Yes, you can watch over my shoulder and learn how to do it so you can follow it step-by-step. Not only will you save time and frustration... **you'll better target your ideal audience and eliminate all the advertising expenses that you don't need.**

## Chapter Two

### The Google Setup Scam



**Gain Access to More Than 2 MILLION Websites for CHEAP! Sign Up for Our FREE Traffic Workshop Starting on August 20th!**

In This 3-Part Online Webinar Series, You'll Learn How to Set Up Your Google and Facebook ad campaigns for Maximum Exposure and Minimal Cost!

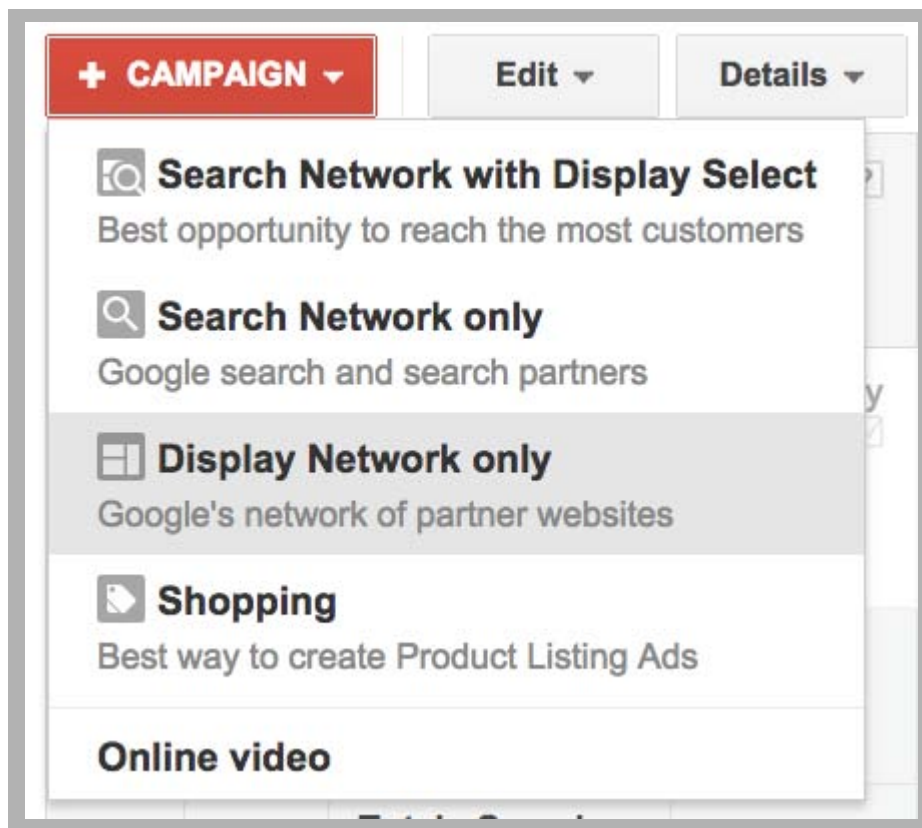
**Seats are Going Fast — Register Now!**

## Chapter Two

### How To Access Over 2 Million Websites

When you're setting up your Google advertising campaign, you need to specifically tell Google where you want your ad to show. As I've explained earlier, please do not use their default setting. You'll instantly regret it. You need to utilize their hidden features to ensure your ads are showing up on their Display network and nowhere else.

Below is a screenshot of where you need to change the settings to ensure you are running on their Display network and getting maximum targeted exposure.



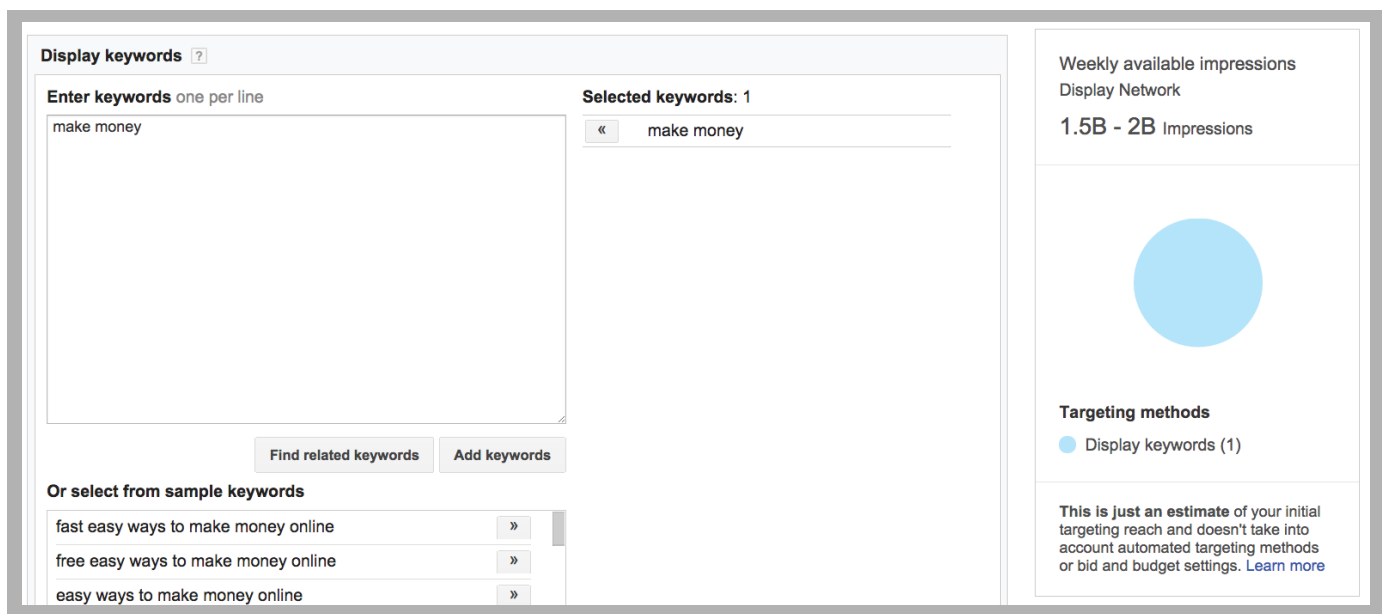
Next, just simply follow the rest of the fields on this page. It's simple, so I won't waste time going through each one of them. However, I would suggest you take a look at every single setup process for you to fully understand what they are. Some of them may turn your campaign upside down if you didn't input them correctly. If you want to see how I would set up the campaign, I strongly recommend joining our upcoming [3-part online training workshop that I'm hosting for your free of charge.](#)

# Chapter Two

## How To Access Over 2 Million Websites

Next step is setting up your ad group. An ad group is basically a pool of ads that you want to serve that specifically targets your ad group and campaign level. Treat it like a folder. Whatever is in the folder will be served. Whatever is outside of the folder simply won't show.

You have to set the parameters of who you want to target within the ad group level and also what ad to serve to those specific parameters that you've set. The targeting capability that Google has for you to narrow down to your specific audience is pretty extensive. You can target websites, keywords, as well as interest-based on Google's collective data of their history. You can even target based on demographics. This is all set up within the ad group level. Below is a screenshot of how powerful Google's Display network is. Just the topic of 'make money' already has over 1.5 billion impressions a week!



Once you're targeting and ad group is specified, the last part is simply uploading your ad. You want to start with image ads — more specifically, text-based image ads.

## Chapter Two

### How To Access Over 2 Million Websites

So what's the difference between text-based image ads and contextual ads? Well, the major difference is that you will have the ability to own the entire ad unit and not be shared with any other advertisers. Not only that, you will be able to have more characters in your ad. Contextual ads have a character limit, but imaged-based text-ads have none.

When you first start out your campaign on Display, you need to test at least 6 to 10 different ads from different angle. You need to find what specific message your audience is responding to, then optimize your ads to have your images and landing pages reflect your best converting ad. Here's an example of how your initial ads should look...

**1 Weird Tip Helps  
You Ditch Your  
Belly Fat**

[Click Here to Learn More](#)

**Discover How  
You Can Burn  
Your Fat While  
You Sleep During  
Night**

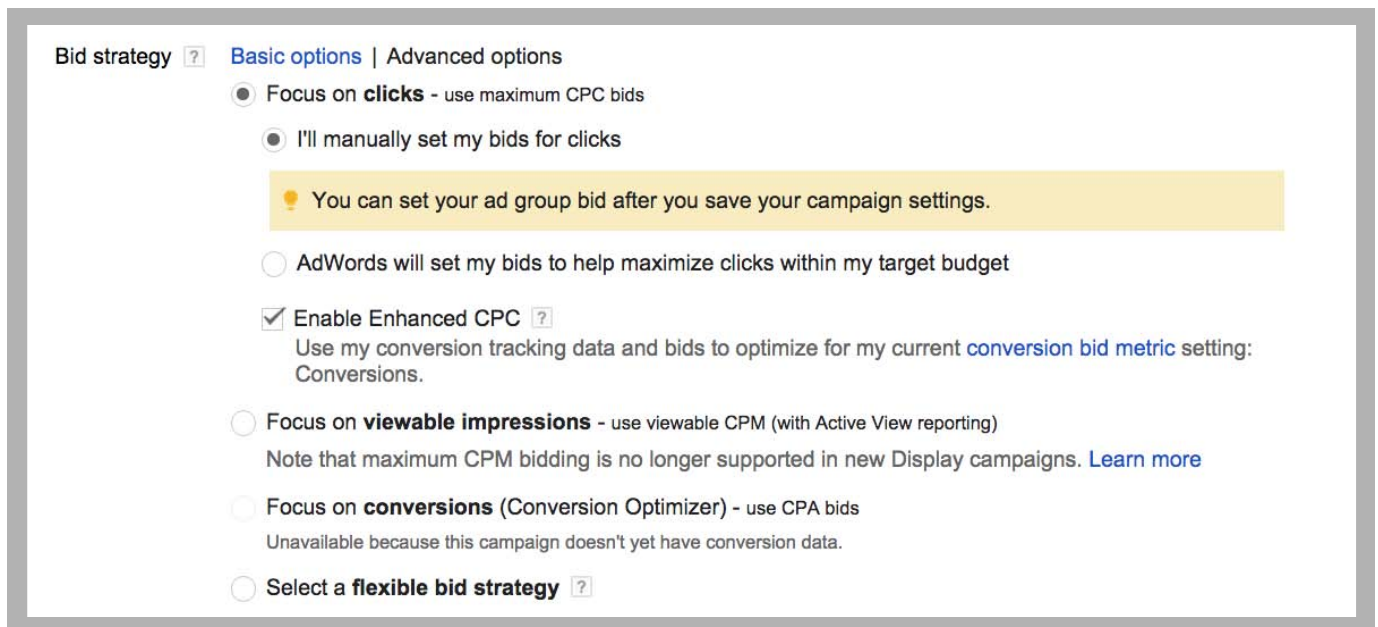
[Click Here to Learn More](#)

## Chapter Two

### The Ultimate Tip To Minimize Your Risk Of Burning Through Cash

If you recall the first setup interface, you are asked about bidding method. By default, it is on enhanced CPC (cost-per-click). In general, with direct media buying, you are only able to advertise display ads through CPM (cost-per-thousand). But with Google Display Network, it is the only network that allows you to purchase premium placement for on a CPC base. Most importantly, you need to control what your CPC is going to be.

Unlike Search campaign, there is no quality score in place for Display network. It all drills down to Google's revenue based on CPM. When you advertise on Google Display Network, make sure you bid a low CPC to start. As a matter of fact, if your ad and placement is in alignment and obtains a strong CTR (click-through-rate), you can have far less CPC than any of your competitors. This is the golden rule when running on Google Display Network. Bid a CPC that you can profit from and obtain a high CTR. This will give you a tsunami of traffic to your website at a very profitable return.



The screenshot shows the 'Bid strategy' settings in Google Ads. It includes tabs for 'Basic options' and 'Advanced options'. Under 'Basic options', there are several radio button options: 'Focus on clicks - use maximum CPC bids', 'I'll manually set my bids for clicks', 'AdWords will set my bids to help maximize clicks within my target budget', 'Focus on viewable impressions - use viewable CPM (with Active View reporting)', 'Focus on conversions (Conversion Optimizer) - use CPA bids', and 'Select a flexible bid strategy'. The 'Enable Enhanced CPC' checkbox is checked. A yellow callout box states: 'You can set your ad group bid after you save your campaign settings.' Below the 'Focus on viewable impressions' option, there is a note: 'Note that maximum CPM bidding is no longer supported in new Display campaigns. Learn more'.

If you want to learn more about Google Display Network and how I fully utilize it, please join our free 3-part online training workshop to learn more. Again, it is absolutely free of charge. All I ask from you is to be ready to take notes and learn. You are going to be embracing a decade of success and failures of my campaigns and how you can minimize your risk and increase your ROI through Google Display Network.

## Chapter Three

### Targeting on Steroids - What Google Can't Do

You've just gone through a chapter about Google and how powerful their network within a network is. However, what I'm about to share with you next will be something that Google cannot even do. You're about to learn how you can get access to over 1.44 billion active users that are eager to buy.

As a matter of fact, you will have the capability that can narrow down specifically to who your ads will be shown to. From a specific age, their workplace, their interest, and their online behaviors. The power within this network is not simply targeting. It's precision targeting. In fact, this specific network has spent billions of dollars to acquire companies simply to enhance their precise targeting so advertisers like you can take full advantage.

The network is called Facebook.



Yes, you may have heard this many times and already know that everyone is jumping on the bandwagon to advertise on Facebook. But do you know the true power behind it. Do you know how to fully leverage its data? Believe me, it's not just as simple as setting up an ad and target. There's a specific system you must follow.

## Chapter Three

### Targeting on Steroids - What Google Can't Do

Another hurdle to clear on Facebook is their complex compliancy. Since everyone is now jumping on Facebook advertising, Facebook does not need small advertisers anymore. As a result, they are shutting down accounts left and right. They are doing this only to protect their users and also assist advertisers that are playing by the rules. I'm not trying to say you are doing anything illegal or being a scammer, but if Facebook were to visit your website and they don't know who you are, can your website prove to them that it is an honest business and legitimate? This is very important and critical when you advertise on Facebook and stay in good standings with them.

Not only do you need to follow their Terms of Use and Advertising Policy, there are a couple specific elements you need to prevent Facebook from shutting down your account... which could bring your business to a screeching halt.

Again, it will take me hours to tell you about Facebook's compliancy, but if you have time and want to learn, [simply join our LIVE 3-part online training workshop that I'm hosting for free](#). I will be exposing some hidden secrets that you should do and not do to keep your account in good standing. [Click here to sign up for my free 3-part workshop now](#).



**Gain Access to 1.44 BILLION Active Users —  
Learn to Dominate Facebook with a Small  
Budget! Sign Up for Our FREE Traffic  
Workshop Starting on August 20th!**

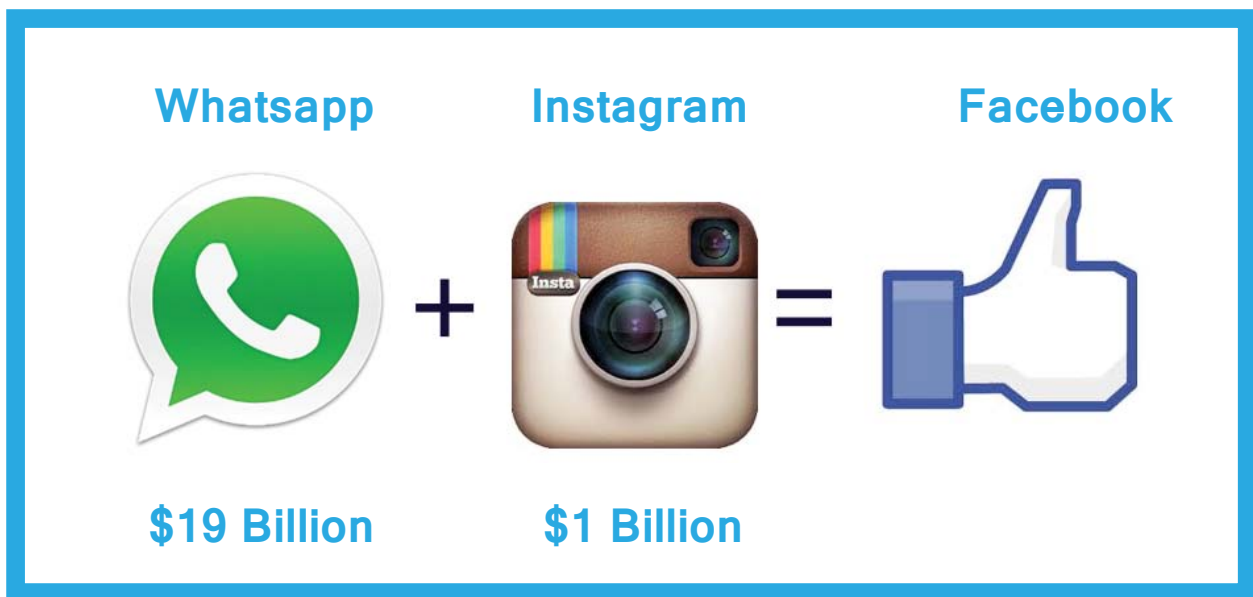
In This 3-Part Online Webinar Series,  
You'll Learn How to Set Up Your Google and Facebook  
ad campaigns for Maximum Exposure and Minimal Cost!  
**Seats are Going Fast — Register Now!**

# Chapter Three

## The Power Of Facebook - Precise Targeting

Facebook is the second most visited website in the world. It's a place where people share their adventures, their insights of the day, and express their feelings to their circle of friends. To a normal Facebook user, it is just a place to connect. Connecting with old friends, classmates, and family members to check what they are up to and how they are doing.

But, the other side is completely different. Whatever you share, comment, like and even click on, it is all tracked by Facebook and pooled into a massive database for advertisers to harvest. It is a goldmine to advertisers, because Facebook has the ability to collect every single data into one place and segment this data to serve ads to their users. Not only does Facebook use its own platform to gather all these data for advertisers, they also pool in data from their subsidiaries.



Let me ask you a simple question. Why did Facebook spend \$1 billion to buy out Instagram? Or even \$19 billion to acquire Whatsapp? If you are a user of one of these two apps, you know there's not revenue generation from these two apps. But why on Earth did Facebook spend a total of \$20 billion to acquire them? Did they want their staff? No. Is it because Facebook just has too much money and doesn't know what to do with it? Of course not.

## Chapter Three

### The Power Of Facebook - Precise Targeting

The truth of the fact is, Facebook acquired them to gain access to user's data within Instagram and Whatsapp to enhance their targeting capability within Facebook for advertisers to harvest such goldmine. Facebook's main revenue source is advertising. By enhancing its targeting capability for advertisers, the better results their advertisers. And the more results they see, the more money will be spent on Facebook. Facebook has generated over \$14 billion dollars in revenue just from advertising this year alone. The only reason why Facebook has had such a quantum leap in their advertising revenue is all thanks to their proactive approach on enhancing their precise targeting feature.

## Chapter Three

# Facebook Targeting Features

With a one-of-a-kind data mine that Facebook has, they are able to translate all this data into one single platform where advertisers like you can take full advantage. You are given an opportunity to pinpoint the specific audience that will give you their credit card in exchange for your products or services. Yes, out of the 1.44 billion users that are within Facebook's system, you can specifically target your ideal audience. This is extremely powerful.

Yet, you are not Coca-Cola or Apple, where you can serve your ads to almost anyone. You want to put your ads in front of people who will respond and take action. Even Coca-Cola and Apple use Facebook's targeting feature to narrow down their audience.

With Facebook's precise targeting features, you have a great opportunity to benefit from a very profitable campaign since you are not wasting money targeting everyone.

With Facebook's advertising platform, backed by their data mine, you are now able to precisely target combinations that you would never have thought about. You can go as deep as, 25 year old female, living in Washington DC, who just moved in the last 6 months, away from her hometown, that likes yoga, with an Asian ethnic affinity and is single. Imagine showing an ad to this group of ladies that says "Half Price Yoga Lessons By A Handsome Male Yoga Instructor Who Recently Moved To Washington DC." Chances of them clicking on that ad is extremely high. You'll probably see double digits in click-through-rate!

The power is within the targeting. Chances of you finding hundreds, thousands or tens of thousands of new customers from Facebook's 1.44 billion active users is extremely high all thanks to Facebook's enhanced targeting feature.

Here's an in-depth list of the type of targeting you can do.

### **Locations**

Choose the country, state / province, city, zip, DMA or address of where you want your ad to show.

### **Age**

The age range of the people who you want to see your ads.

## Chapter Three

# Facebook Targeting Features

### **Gender**

Consider if you want your ads to show to both genders or specifically to male or female.

### **Language**

Select the language of your audience. You want to make sure you choose English (All) if you want your ad to be shown to people who speak English.

### **Relationship**

You can target who your audience is interested in or what their relationship status is.

### **Education**

You can target your audience by their education level, fields of study, schools that they went to, and even the duration of their undergrad years.

### **Work**

You can target your audience by job titles, employers or companies that they work for, and the industry that they are in.

### **Home**

Target your ads to people based on their household composition. For example, targeting households with one or more people who are immediate or extended family members.

### **Ethnic Affinity**

Target your ads to people based on their ethnic backgrounds. For example, African Americans, Hispanic, etc.

### **Generation**

You can target people based on a specific generation that they belong to. For example, you can target the Baby Boomers or the Millennials.

### **Parents**

You can target parents with children of all age groups, including expectant parents and parents with adult children up to age 26.

## Chapter Three

# Facebook Targeting Features

### **Politics (US)**

Target your ads to people who have certain political affiliations. This only applies to US politics.

### **Life Events**

Target your ads to people who had certain life events such as those with upcoming birthdays and anniversaries, people who just got a new job or got engaged etc. You can also target friends of those who had a certain life event.

### **Interests**

You can target people based on specific interests, activities that they have performed, pages that they have liked and other closely related topics. Facebook targets these people based on the information that users have provided on their Facebook profile as well as information from 3rd party data mining companies.

### **Digital Activities**

You can reach people based on their digital activities. For example, you can target people who are Facebook Page admins, Facebook event creators, photo uploaders, and gamers etc.

### **Mobile Device Users**

You can reach people based on the type of mobile device that they use such as a smartphone or a tablet. You can also target people based on the brand of their mobile device, network connection etc.

### **Travel**

You can reach people based on their travelling activities and the frequency of their travel. For example, you can target people who just returned from a trip 2 weeks ago or people who are planning to travel, used a travel app, or people who are frequent travellers.

If you are unable to find your audience within Facebook to respond to your advertisements, then you may want to dissect your business and do more extensive research to find who your potential buyers really are.

## Chapter Three

# Facebook Targeting Features

Now, we've covered how powerful Facebook's targeting is. Yet, this is just one advantage to their advertising platform. Facebook contains an extremely advanced technology that surpasses almost all major advertising channels. When I first discovered this, I immediately jumped onto it to test it out on my own businesses. After a few days, the data came back. It was shocking. My cost per new client dropped. As a matter of fact, I am reaching even more targeted prospects now, resulting in more clicks and more sales. Most online marketers and media buyers agree, this advanced capability within Facebook is among the greatest tools in advertising history.

It's called Lookalike Audience.

## Chapter Three

# Lookalike Audience Revolutionizes The Advertising Industry

Lookalike Audience is far more complex. It's literally revolutionizing advertising history. No exaggeration. As you now know, Facebook has a goldmine of data. Yet the team within Facebook took this to the next level. Two years ago, Facebook was testing this, and the results they found were shocking. They've rolled out this feature immediately and not many people were aware of it until the last year or so.

So what is Lookalike Audience, and why am I singing its praises? Lookalike Audience is basically a group that shares similar interests and similar behaviors as your initial audience. The initial audience can be either your customer list, your website traffic, or even your Facebook page fans.

Once you've confirmed with Facebook who your initial audiences are, Facebook looks through their entire database of 1.44 billion active users to find new prospects for you. These new prospects share similar interests and behaviors as your initial audience.

In other words, Facebook does all the work to help you find new customers. Lookalike Audience is a must-use feature within Facebook. Not only does it allow you to acquire more new customers, it will also deliver a better ROI.

# Chapter Three

## How To Setup Lookalike Audiences

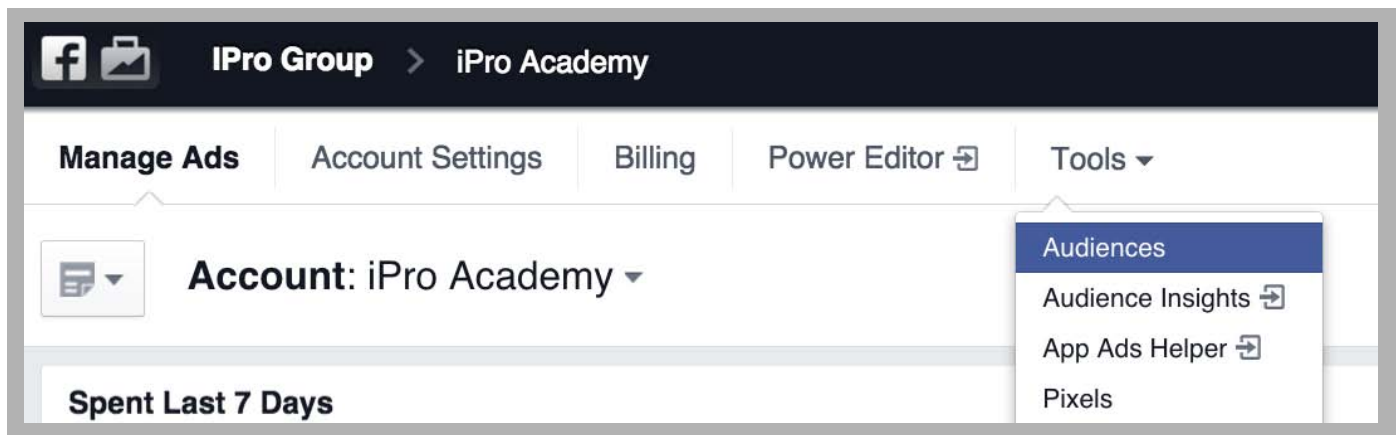
Whenever I share with people this knowledge about Facebook's Lookalike Audience functionality, I always get the same question: How do I set it up? Then the next question: Can you please show me how to do that?

I would typically tell them to look in the Facebook's platform and you'll find it. But for you, I want to show you step by step how to do this. I will do this as a courtesy for downloading my free white paper and reading this far.

If I were you, I wouldn't ignore this. It can mean a sizable difference in your number of customers and sales! What's most important to me is that you apply what I've shared with you and be a small part of your success.

Alright, let's dive into this.

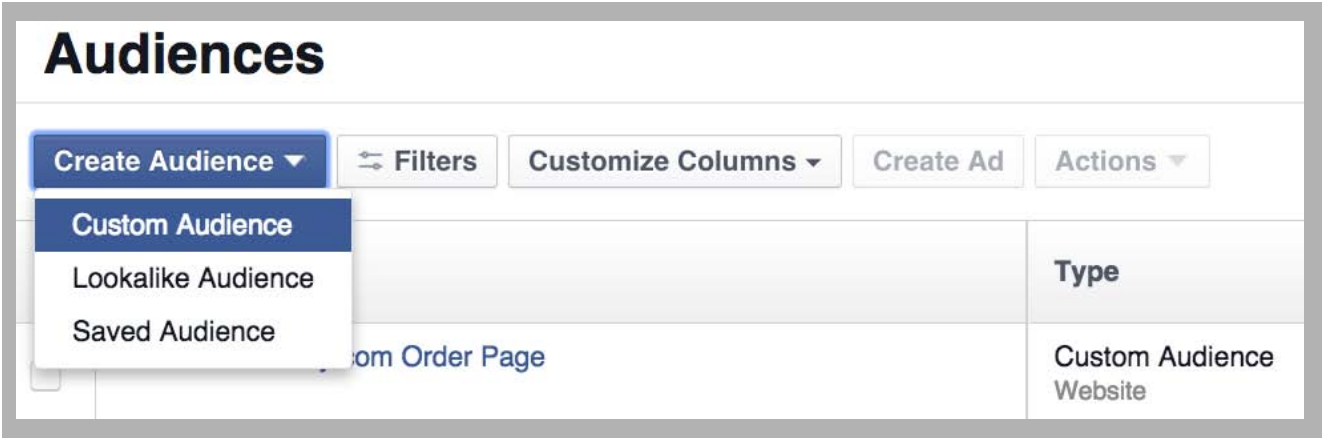
Step 1. Locating the Audience Page.



Step 2. Create Custom Audience (Skip this and go straight to step 4 if you've already have a customer audience list)

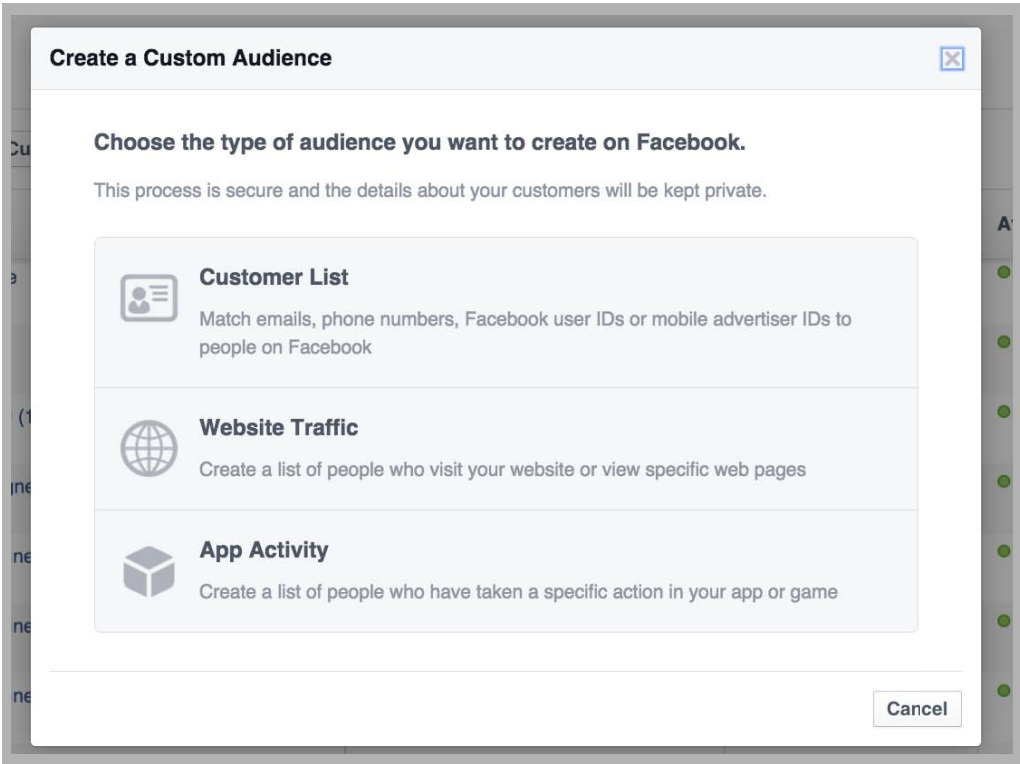
# Chapter Three

## How To Setup Lookalike Audiences



You need to first create a custom audience list to let Facebook know which initial audience you want them to run the Lookalike Audience on.

Step 3. Choose The Type Of Audience



# Chapter Three

## How To Setup Lookalike Audiences

You would want to choose either Customer List or Website Traffic. To maximize the Lookalike Audience functionality and find new customers that will purchase from you, I would suggest you first upload your Customer List.

Then, Facebook will ask you to upload a file or copy and paste them into their website. Simply follow the simple steps they provide. At this point, it is pretty straightforward.

Once you've finished creating your initial custom audience, simply wait for the availability status to change to READY.

Type	Size	Availability
Custom Audience Website	400	● Ready Last updated 07/27/2015
Custom Audience Website	500	● Ready Last updated 07/27/2015

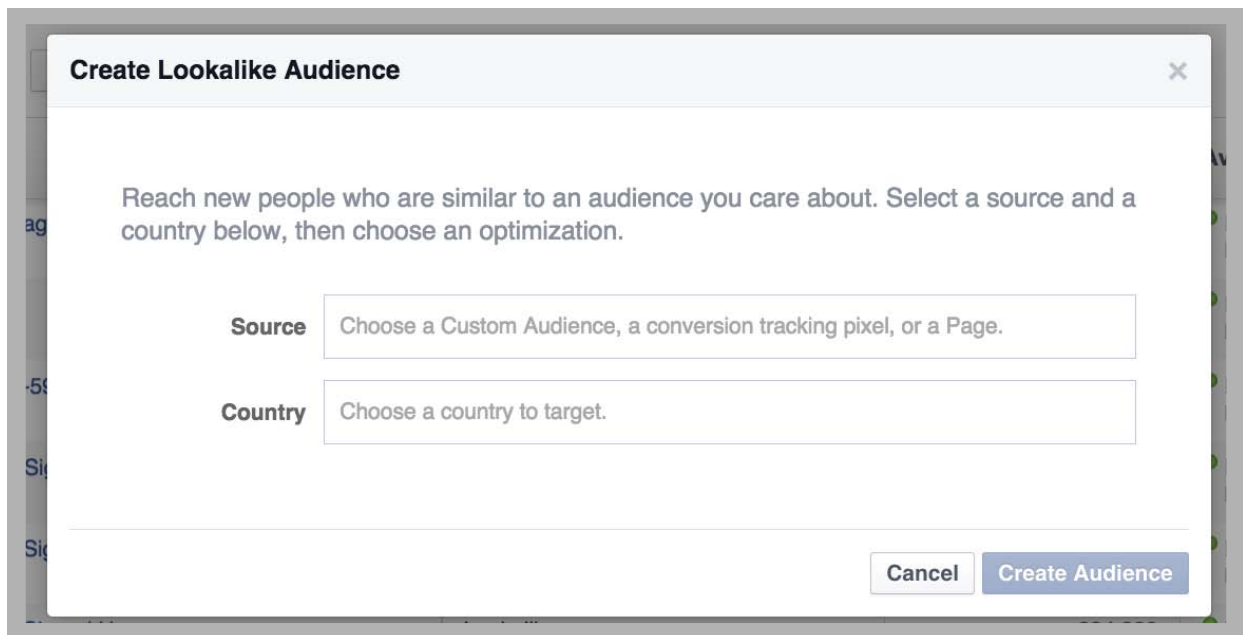
### Step 4. Create Your Lookalike Audience

The screenshot shows the Facebook Audiences interface. At the top, there are buttons for 'Create Audience', 'Filters', 'Customize Columns', 'Create Ad', and 'Actions'. The 'Create Audience' dropdown menu is open, showing three options: 'Custom Audience', 'Lookalike Audience' (which is highlighted), and 'Saved Audience'. Below the menu, a table lists existing audiences. One entry is visible: 'Custom Audience Website' with a size of 400 and a status of 'Ready'.

## Chapter Three

# How To Setup Lookalike Audiences

### Step 5. Select Your Source & Country



The screenshot shows a dialog box titled "Create Lookalike Audience" with a close button (X) in the top right corner. Below the title, there is a descriptive text: "Reach new people who are similar to an audience you care about. Select a source and a country below, then choose an optimization." There are two input fields: "Source" with the placeholder text "Choose a Custom Audience, a conversion tracking pixel, or a Page." and "Country" with the placeholder text "Choose a country to target." At the bottom right, there are two buttons: "Cancel" and "Create Audience".

Simply click on the two fields and select your options. Obviously the source is your initial custom list that you want Facebook to run the lookalikes for you. Now for country, if you are running an online business, I would suggest to just go with United States first. If you are a local business, then select the country of your business.

Click "Create Audience".

Wait for the READY prompt again under the availability column.

Then viola! You're done!

Now, you may be wondering where else you can use it. Simply create a new ad set or new campaign. Then where you are putting in your targeting information, there's a field that is optional on custom audience. Simply select your lookalike list, and you're done!

# Chapter Three

## How To Setup Lookalike Audiences

STEP 2: CREATE YOUR AD SET

Who do you want your ads to reach?

NEW AUDIENCE ▾

Custom Audiences ⓘ Choose a Custom Audience | Browse

Create New Custom Audience...

Locations ⓘ United States  
All United States

Include ▾ | Add a country, state/province, city, ZIP, DMA or address

Now, for my advanced advertisers who have already created a Lookalike Audience, I have something that will take your precision targeting capability to the next level! A word of warning — for anyone just starting out, this may get a little complicated and confusing.

What I am about to share is one of the major secrets that allows me to spend hundreds of thousands on Facebook with an immediate ROI.

I call this Lookalike on Steroids.

## Chapter Three

# Lookalike on Steroids

As I've said earlier, Facebook looks for more new customers from your initial data. The initial data is critical to maximize your Lookalike Audiences. The higher quality your initial data, the higher quality your Lookalike Audience will be.

When you first start out, your customer list may be the best. However, your initial list of customers will always stay the same unless you have hundreds of new customers a day and constantly provide more customer data. Of course, this can be extremely tedious and time-consuming.

But what if I were to tell you that there's a little-known trick that "outsmarts" Facebook. In fact, it makes them do ALL the work for you! From initial list to finding lookalikes to finding you more customers?

I would be shouting, HELL YEAH if I were you!

Facebook has never officially released this extremely profitable and scalable secret. As a matter of fact, even some top Facebook advertising experts don't know this. Since this secret is so powerful, I cannot share it with you in this free white paper... but I will be exposing this profitable secret in my free, live 3-part online training workshop. You see, I don't want this secret to be circled around to too many people. In fact, I'm afraid it might be seen by unethical advertisers who will abuse the system. **[So I will ONLY be sharing this secret in my upcoming 3-part workshop on how to maximize your traffic for minimum dollars.](#)**

For those of you who really want to learn this method — Lookalike on Steroids — **[please join my FREE 3-part traffic workshop now... and be there LIVE!](#)**

## Chapter Three

# Lookalike on Steroids



**Discover the Little-Known “Trick” to  
Make Facebook Work to Find Your Best  
Audience for Next to Nothing!  
Sign Up for Our FREE Traffic Workshop  
Starting on August 20th!**

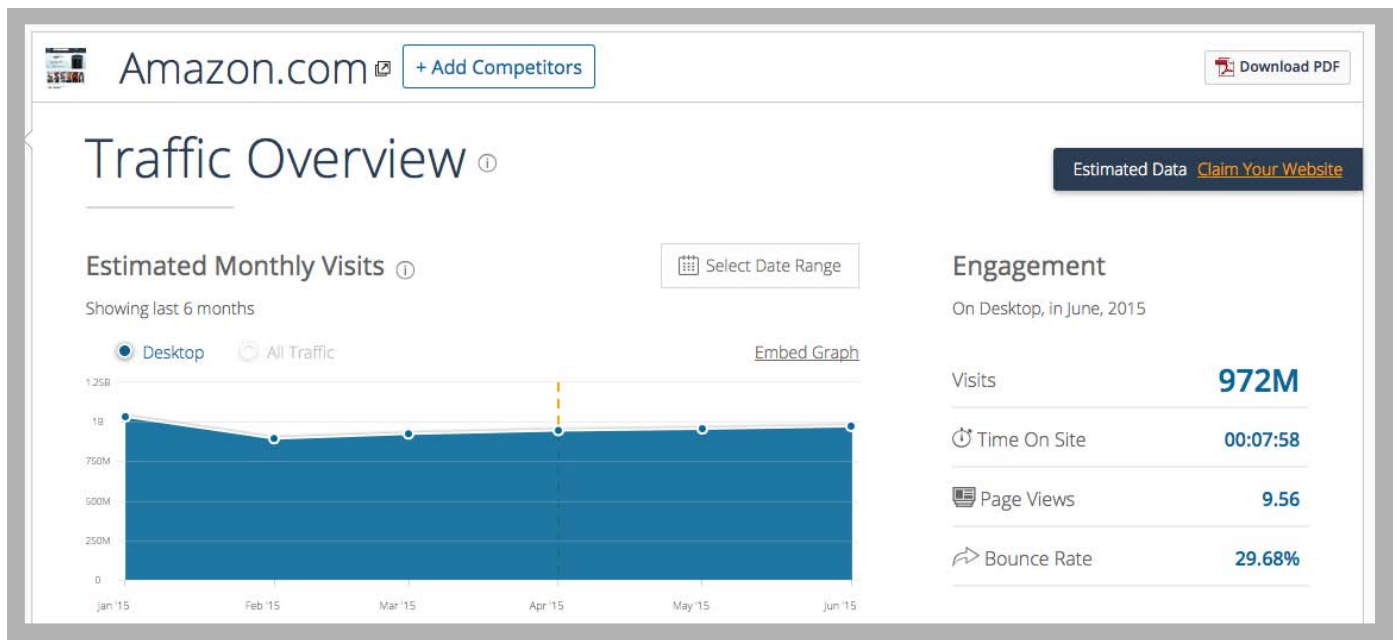
In This 3-Part Online Webinar Series,  
You’ll Learn How to Set Up Your Google and Facebook ad  
campaigns for Maximum Exposure and Minimal Cost!

**Seats are Going Fast — Register Now!**

# Chapter Four

## Legally Steal Website Visitors From Fortune 500 Websites

Have you ever wondered how much traffic the world's top 500 websites can bring to you? Let's peek at how much traffic goes to Amazon each month.



Amazon, a marketplace where you can purchase just about anything, is estimated to have 972 million visitors a month. That's over 10 billion visitors a year. Alexa, today's most comprehensive website analytic tool, ranks Amazon the 6th most visited website globally.

You might be thinking, what does it have to do with you? What benefit can you get from it?

Well, what if I told you that you can legally hijack Amazon's traffic to your website without even needing a compelling ad? I know that may sound crazy. But the reality is that there's a specific way you can actually hijack any website — from Fortune 500 to the Top 100 websites in the world. They come to YOUR landing page instead! Yes, this is 100% legal. I promise you won't get in trouble.

Imagine having your landing page appear right before a visitor loads your competitor's website. To me, that's extremely effective, especially if your competitors are getting a

## Chapter Four

# Legally Steal Website Visitors From Fortune 500 Websites

decent amount of traffic to their website and have been around for a while.

How much would you pay for that level of visibility? How about just a PENNY! It's true! You pay only a penny each time a visitor sees your landing page. A penny for targeted visitors to your landing page! If this doesn't excite you, I'm not sure what will. This advertising method has been around for years, but so few know about it and use it effectively. While you may not get a tsunami of traffic, you will get quality landing page views for next to nothing. This may just be one of your most profitable ventures in online marketing!

This unique advertising method is called Cost Per View (CPV).

Simply pay a small price each time your desired landing page gets viewed. It's that simple. Another form of addressing this advertising method is called interstitial ads or pop-up. It's like watching your favorite TV show and then it goes to a commercial. This is very similar to that. You are about to visit a website, yet before you do, your landing page is first being served to the visitor. This is a highly effective method. Not only are you able to target your audience, it costs mere pennies.

In addition, the most important thing that every advertiser worries about is compliance. It's like wild Wild West with CPV right now. Yes, there are some rules, but those rules won't apply to you at all. You don't have to worry about getting your account shut down from Facebook or Google Adwords. Plus, you can advertise whatever landing page you wish! These advantages eliminate lots of headaches and worries.

Now in my FREE and [LIVE 3-part online training workshop, I will be talking about how to be compliant.](#) Believe me, it's not mentioned anywhere in Facebook's or Google's policy. And as a matter of fact, most top experts are not even stepping up to speak about it. But I WILL!

I will be showing you all the details on how you can be compliant and stay invulnerable to account suspension. It's important. Your account, leads, and sales can be shut down any second. I've seen it happen too many times.

Be sure to join my [3-part workshop](#) to learn more if you are serious sending millions of targeted visitors to your website.

# Chapter Four

## CPV Explained In Length

When I was first introduced to such an effective advertising method, I really questioned it myself. How would this work? What's the theory behind it? Does it really convert at all? Pop-ups may work for mass marketable products and services like weight loss, but what about niche websites?

So I've challenged myself to see if a niche offer would work. I've taken one of my businesses which is a solution to a very specific health issue. The search volume on Google is very low for such keywords per month. I took a couple hundred dollars to run a test.

The result was very surprising. I had an immediate ROI despite the fact that the volume was not high. But I was making 400% ROI! I spent just \$325.66 and made a whopping \$1,263.70. Plus I got close to 200 new leads — 200 targeted and qualified leads!

	▶	Max Bid	Activ...	Impressions	Clicks	↓ C...	Convers...	CTR	CPA	CR	Avg. Rank	Avg. Bid	Open. Bid
<input type="checkbox"/>	▶	\$0.041	■	9,764	0	\$197.81	152	—	\$1.30	1.56%	2.1	\$0.0203	\$0.0110
<input type="checkbox"/>	▶	\$0.021	■	4,059	0	\$57.53	26	—	\$2.21	0.64%	2.3	\$0.0142	\$0.0110
<input type="checkbox"/>	▶	\$0.013	■	3,614	0	\$43.14	5	—	\$8.63	0.14%	2.8	\$0.0119	\$0.0110
<input type="checkbox"/>	▶	\$0.021	■	1,433	0	\$19.30	7	—	\$2.76	0.49%	2.6	\$0.0135	\$0.0110
<input type="checkbox"/>	▶	\$0.011	■	446	0	\$4.91	0	—	—	0.00%	4.6	\$0.0110	\$0.0110
<input type="checkbox"/>	▶	\$0.015	■	191	0	\$2.71	1	—	\$2.71	0.52%	4.6	\$0.0142	\$0.0110
<input type="checkbox"/>	▶	\$0.013	■	21	0	\$0.27	0	—	—	0.00%	4.4	\$0.0127	\$0.02
				<b>19,528</b>	<b>0</b>	<b>\$325.66</b>	<b>191</b>	<b>—</b>	<b>\$1.71</b>	<b>0.98%</b>		<b>\$0.0140</b>	

Name	Clicks	Leads	Sales	Amount	Value
	15850 [17287]	185 [1%]	6 [0%]	\$1,263.70	\$0.08 per click

Then, I've started to get very curious on what's the theory behind this and how these networks are getting their users and visiting my page. Obviously these are targeted visitors because I am able to achieve such a massive ROI. I made my way through one of the network and got in touch with one of the senior management team there.

## Chapter Four

### CPV Explained In Length

I've got on a call with them and started interrogating them. I love interrogating people when it comes to traffic because it throws them off the cliff and place them in a position where they cannot BS me as they know that I'm not a typical advertiser. The conversation went for an hour and what I found out was amazingly smart on what the networks were doing.

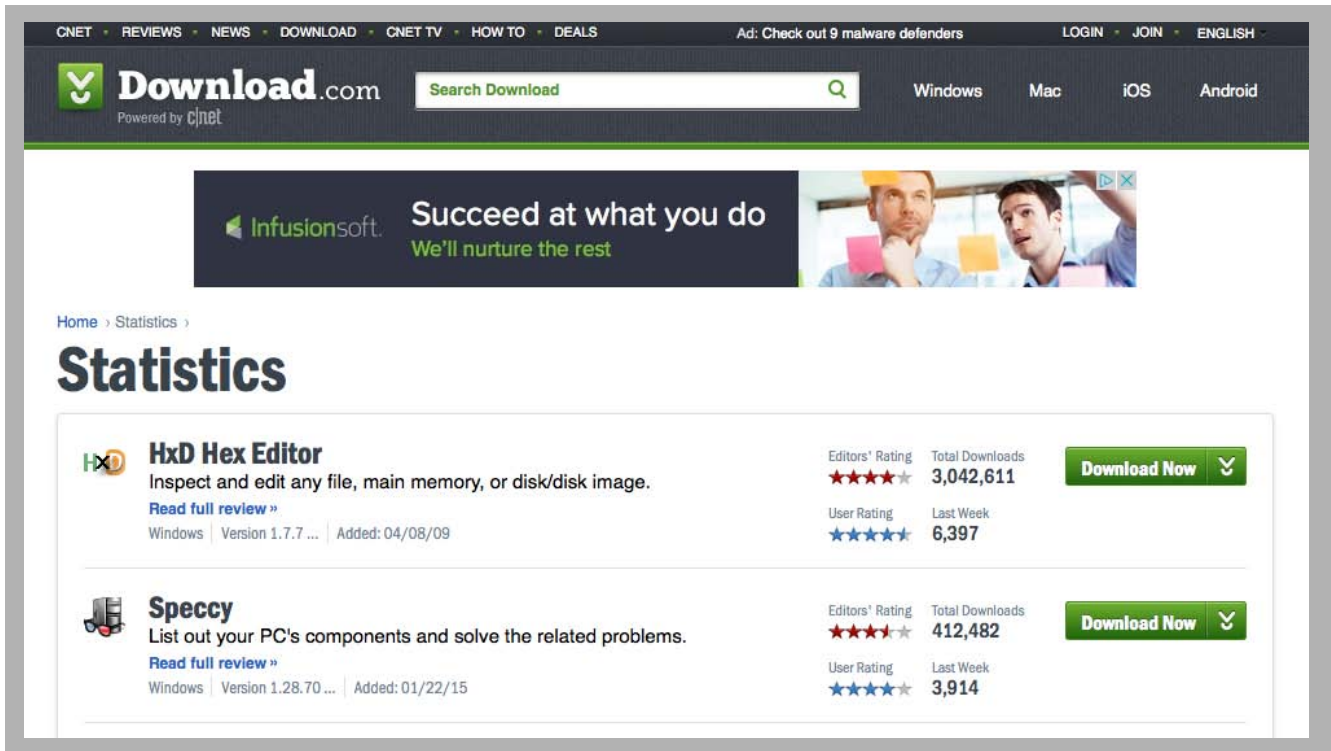
The networks basically give a bait to their newly acquired audience first, then serve your ads to them to make their investment back. Now this is not like incentivized traffic or co-registration. They are basically offering free stuff for download to their initial users. They are either in the gaming downloads, coupon downloads, toolbar downloads and even software downloads. But you may be thinking, well I don't download any of these stuff. That is true, but do you know that whenever you download anything online to go through the installation process, there are actually lots of bundled items that you don't want in there but because you want to quickly access to what you've wanted, you'll just agree to everything? You may start to have an "AH-HA" moment, but let me explain this further, even Skype does this to you, and you just don't know of it!

When you download Skype, BING's toolbar is actually defaulted into your installation plus having BING as your default homepage for your browser. You have to actually turn them off in your installation process, but in human nature, we just accept everything and want to get straight to what you've downloaded.

CPV network actually does the same thing. As a matter of fact, there's a specific network that works directly with CNET.com (aka Download.com). Almost over 60% of applications and downloads on CNET.com consist of these toolbar to serve CPV ads. The number of downloads and users added to these networks are massive. Take a look at the screenshot below. Just one software already has over 3 million downloads. The reach within these networks are massive and now you can fully take advantage to this to serve your ads to targeted visitors!

# Chapter Four

## CPV Explained In Length



Setting up your ads on CPV network is super simple. It's unlike Facebook and Google which are very complicated, time-consuming, and have hidden features. I'll show you briefly how simple it is, but if you want to see the entire process, sign up to my free 3-part online training workshop! There, I'll show you even more!

# Chapter Four

## Preparation Work For CPV Networks

Before you start creating your first CPV campaign, you have to do some extensive research with some amazing free tools that I will be sharing with you in my live workshop. You need to have 2 different targeting lists in place, then followed by your landing page. Yes, that's all you need. You really don't need an ad created; simply run your landing page.

The 2 different targeting lists you would need are a keyword list and domain list. You want to utilize free tools and software to gather as many keywords as possible that are related to your offer. Next, you need a massive list of domains or competitor's websites where you want your ad to show. Then, simply fill in the one-page setup form and away you go!

**New Campaign**

Enter Campaign name

\$ Daily Budget: Unlimited Switch to Advanced

Descriptions: Add description

Enter Creative name

% Creative URL: http:// Append Conversion Token Test Creative URL View URL Tips

Creative Type: Display Edit

Target by Region: United States ?

Frequency Cap: 1 impression per 24 hours ?

Matching Options: Exact Match ?

Max Daily Visits: 50000 Estimated cost per day: \$550.00

\$ Daily Budget & Day Parting: Unlimited / 12 AM to 12 AM Edit

\$ Total Budget: Unlimited ?

Time Range: 07/31/2015 to Unlimited ?

% Rotator Content Review URL: Disabled Edit

% Proxy Conversions: Disabled Edit

**Keywords**

Please enter one keyword per line. Add Remove Set to Opening Bid

Keyword	Opening Bid	Max Bid

Suggest more

If you want to see all the free tools that I've used... if you want to learn how to set up your first campaign... and if you want to discover the best CPV network on the market right now, you can learn it all for FREE! [Simply sign up for my upcoming live 3-part online training workshop to learn more!](#)

# Chapter Five

## Tip Of The Iceberg

What I have shown you in this free white paper, is just a small part of what I do on a regular basis to scale all my businesses to a multimillion dollar figure. But everything I've shared is simply the tip of the iceberg. There are a lot more profitable ways to advertise on Facebook and Google.

And I want to hand you many of these secrets! The best way to learn all these is to watch over my shoulder and listen to what I have to teach. **[This is why I am hosting a live 3-part online training workshop, completely free of charge.](#)** **What I have to share in my 3 part workshop will be mind-blowing and life-changing for you.** It will change your business, your sales, and your income — many times over!

Take a look at some of the thank you videos I've received from these workshops!



## Chapter Five

### Tip Of The Iceberg

This is a once in a lifetime opportunity. It took me over 10 years to acquire these traffic skillsets. **I will be handing many of them over to you in this upcoming free 3-part online training workshop.** You'll learn Insider Secrets most of the public doesn't even know. Secrets that can transform your business and your life.



**I'm Ready to Reveal My 10-Year Proven Media Buying Secrets — Worth MILLIONS... FREE to YOU! Sign Up for Our FREE Traffic Workshop Starting on August 20th!**

In This 3-Part Online Webinar Series, You'll Learn How to Set Up Your Google and Facebook ad campaigns for Maximum Exposure and Minimal Cost!  
**Seats are Going Fast — Register Now!**

## Chapter Five

### Exposing 3 Secrets To Make Instant ROI On Paid Traffic

Now, not only will I teach you how to leverage paid advertising to its maximum capability, I will be showing you 3 secrets that will instantly help you to achieve greater ROI on paid traffic.

These 3 secrets have helped me build several multimillion-dollar business empires. I can't share them with the too many people, so there will not be a replay. These secrets will be taken down — they're just too powerful to share.

Seriously, I have to protect these secrets. Therefore, I'm sharing them with only the people who are committed to learning and scaling their businesses. Guys, I cannot stress enough to you just how powerful these 3 tips are. In fact, just one of these secrets can take your existing business and turn it into a profitable success overnight. Yes, overnight! It's that powerful and sacred. Be there early, be ready to take notes and learn.

I hope you see you all in my [3-part workshop](#) and I want to turn you into a traffic machine and acquire the exact skillsets that I have.



**Learn 3 of My Greatest Multimillion-Dollar Secrets for Generating Massive Traffic for Pennies! Sign Up for Our FREE Traffic Workshop Starting on August 20th!**

In This 3-Part Online Webinar Series, You'll Learn How to Set Up Your Google and Facebook ad campaigns for Maximum Exposure and Minimal Cost!

**Seats are Going Fast — Register Now!**