PPV Playbook

PPV marketing is a hot topic in internet marketing circles and for good reason. Affiliate marketers are discovering how profitable and easy PPV marketing can be if done correctly. In this guide we are going to start with the basics but get into some really advanced stuff that very few marketers are doing. PPV can be extremely profitable but the learning curve can be steep. After reading this guide, you will know more about PPV marketing than 99% of affiliate marketers. We are going to start with the basics and move onto more advanced topics.

Some of the information I felt needed videos. If you opted in at my blog, you should get an email with the username/password to access the videos. If not, please contact me.

I also run a forum called the Aff Playbook Forum. Inside the forum you'll find case studies of profitable campaigns, lessons, tips and more. The forums focus on almost every traffic source used by affiliates – PPV, PPC, SEO, Media Buys, Mobile, POF, Facebook, and more. In addition, we have reps from traffic sources like Traffic Vance, Site Scout, Plenty of Fish, Lead Impact and more on hand to answer your questions. Check it out below

Aff Playbook Private Forum

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Part 1 Introduction to PPV Marketing

What is PPV Marketing?

First, let's discuss what PPV marketing is and isn't. PPV is short for 'pay per view'. This type of traffic is also called CPV (Cost per view), contextual, and pop-up traffic. You can bid on keywords like with PPC campaigns but the best strategy is to bid on URL's. You would bid on a URL of a site and when someone visited that site, they would see your ad (landing page, offer page, etc) pop up.

Here is an example of how this works;

One of the PPV networks we will learn about is Traffic Vance. Traffic Vance gets its traffic from users who have downloaded and played games on Gamevance.com. Once users have installed the Gamevance software, they are served ads from the Traffic Vance system when they visit a URL or search a keyword you are bidding on. So, if you are promoting a dating offer you might bid on a URL like singlesnet.com. When a surfer

who has the Gamevance software installed visits singlesnet.com, your ad will be popped up.

There is a common misconception that this type of traffic comes is spyware. This is simply not true. The people who have this software installed on their PC have agreed to install the software which enables them to play games, get screensavers, etc. in exchange for viewing ads. The correct term for this software is called adware. Another misconception is that these ads won't show due to pop up blockers. Through the technology used, these ads will show regardless of whether the user has a pop up blocker installed or not.

Where Can I Buy PPV Traffic?

There are several marketplaces to purchase PPV/Contextual traffic. Some are better than others, and some offers work better on certain networks than on others. Why is this? It all has to do with the demographics of the people who install the software and get served the ads. For example, someone who installs the Gamevance software is obviously interested in games, whereas someone who installs a screensaver software from Media Traffic is a different demographic. We will learn more about demographics later but it is one of the most crucial aspects of succeeding at PPV marketing.

Let me share with you the PPV networks people know about and a few others:

Traffic Vance (http://www.trafficvance.com) – Most affiliates favorite place to run campaigns. The traffic is very high quality but there are a couple catches. Traffic Vance has more competition than any other PPV network. They also have a minimum $1000 deposit to get started and you need a referral from a current customer who is an active spender there. I can give you a referral inside the forum.

Leadimpact (http://www.leadimpact.com) Leadimpact has some great quality traffic and are easy to get approved on compared to Traffic Vance. This is the traffic source I recommend people start on.

Media Traffic (http://www.mediatraffic.com) - Their initial deposit is minimal, bid prices are low, and there is not as much competition. You also get an account manager who can assist you in setting up your campaigns. Unfortunately, the traffic quality is not very good. I would only recommend testing here after you have some profitable campaigns elsewhere.

Adon Network (http://www.addonnetwork.com) Good quality traffic, but a little low on traffic volume. It can be a bit hit or miss to get something working here.

50onRed (http://www.50onred.com/traffic-platform/) Offers several types of traffic, one of them being pop traffic. The traffic quality is good, but a little expensive. I would recommend testing here for sure.

The best PPV traffic sources for most people are Traffic Vance and Lead Impact. I would recommend starting with Lead Impact because of the lower initial deposit, and less competition.

What Types Of Products Can I Promote Through PPV Marketing?

You can promote a variety of products/services through PPV traffic but you have to make sure the affiliate network you're using accepts this type of traffic. Unless the offer you want to promote states they accept this type of traffic, never assume they do without checking. You could risk not getting your hard earned commission. When in doubt, ask your affiliate manager!

Most physical product networks don't allow this type of traffic but most CPA networks do. When looking at offers in your CPA network, you want to look for accepted traffic types and see if one of these are listed:

Contextual
Pop-ups
Downloadable Software

Each network calls this type of traffic something different. You can promote any type of offers that accepts this type of traffic but some niches work better than others which we will learn later.

What Affiliate Networks Accept PPV/Contextual Traffic?

Some of the better known CPA networks that accept contextual traffic are:

AAO
Adsimilis
Wolf Storm
Ads4Dough
C2M
W4
Neverblue

You don't need to join a lot of networks. Joining 2-4 larger, solid networks will give you access to all the offers you need. Focus on building relationships with your affiliate managers; they can be a great resource for recommending offers.

Part 2 The Basics of a PPV Campaign

Now that we have a basic understanding of what PPV traffic is, we are going to look at the anatomy of a campaign. If this is all stuff you knew already, don't worry…I promise we will get into the juicy stuff later.

Steps to a Successful PPV Campaign

I like to break things down into steps so I know exactly what I need to do and don't waste time. The steps to setting up a successful PPV campaign are as follows:

Step 1
Select an offer to promote

Step 2
Research the demographics of people that might be interested in that offer (more on this later)

Step 3
Compile a list of URL's/keywords to bid on

Step 4
Build a landing page (or decide to direct link)

Step 5
Launch the campaign

If it sounds simple, that's because it is! The steps involved in setting up a PPV

Campaign are very easy but we still have a lot to learn to have the best chance of our campaign being successful.

In the next section, we will go through each step in greater detail and walk you through an example campaign set-up.

Your First PPV Campaign

This is an example, or blueprint to use when setting up your PPV campaigns. I wanted to do this as an example of the steps you would go through when setting up your first campaigns. We will get into specific case studies and offer recommendations later so take this just as an example. You can view the videos to this section by clicking here:

Step 1 – Picking an offer to promote.

Make sure to watch the video for this step

For some people, this is the hardest step. They stare at the large number of offers available on their CPA network and can't decide which one to promote. They go back and forth deciding which offer will do the best and all of a sudden, 2 hours have gone by and they haven't launched a single campaign. This is exactly what you don't want to do. I am going to give you some great shortcuts to offer selection so don't spend a lot of time wondering what will convert best, you need to test a lot of offers to find the ones that will convert.
Here are some good guidelines when looking for an offer that will work well for this type of traffic:

- A payout over $2 (lower payout offers can work, but these are the easiest to get started with)

- A simple lead based offer with 1-5 fields to fill out

- Preferably something that doesn't require a credit card. Pay per sale offers can work, but get experience with lead based offers first since these are easier to convert.

Ok so now we know what types of offers to look for. In this example I am going to use the dating niche, and specifically the offer blacksingles.com

I picked this offer because it fit the criteria listed above.

Step 2 - Research the demographics that might be interested in that offer

Now that we have an offer to promote, it's time to decide what types of keywords/URL's I am going to bid on. Yes you can bid on keywords, and yes they can convert but you are going to find most of your success bidding on URL's. URL's simply convert better and are more targeted, so that is what we are going to focus on for the rest of this guide. I would only recommend bidding on keywords when you have a profitable campaign and are trying to scale it.

Why Do I Need To Know Demographics?

I am going to share with you the one reason most people fail at PPV – they don't take the time to research the demographic they are targeting. You see, most marketers will pick an offer like blacksingles.com, search for URL's related to black singles, dating, etc, bid on those and that's it. The reason this fails, is that's what 99% of the other marketers are doing out there. If it were that easy we would all be rich right?

I want to change your thinking about targeting offers with PPV traffic. What you need to do is find out what types of sites people who visit your offer are also likely to visit. Do you think the people visiting blacksingles.com are only visiting websites about black singles? No way! They are visiting hundreds of other websites also. We are going to bid on ALL the sites they would be likely to visit.

Let's break this down into steps and see how it works.

Step 1

Go to http://www.quantcast.com/ and type in blacksingles.com in the search box. You will be presented with a screen like the one below
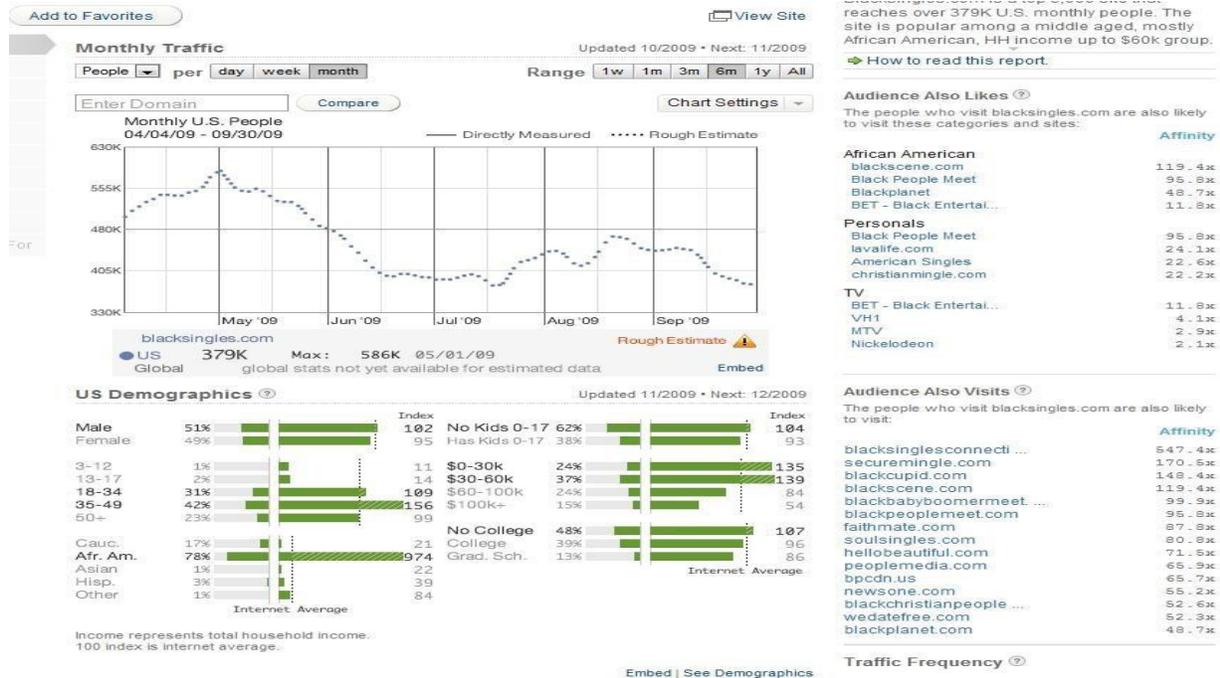
These are the basic demographics for the people who visit blacksingles.com

If we can understand this, we can understand where are customers are also likely to visit.

On this page, you want to pay attention to 2 areas:

1. 'Audience Also Likes' this will give you an idea of what other websites this demographic visits. We should bid on all these URL's like blackscene.com, etc.

2. 'Audience Also Visits' – this list is a little more targeted to the types of dating sites this demographic might also visit, and we should be bidding on these keywords as well.

I would also recommend taking each URL from Audience Also Likes and Audience Also Visits and searching that through Quantcast. You can quickly expand your URL list to bid on.

I like to keep a notepad file open on my PC while I am researching this so I can begin a list of URL's I want to bid on.

The next thing you want to do is click on 'See Demographics' which will take you to this page:

This is going to tell us a little about the people who visit blacksingles.com

We can see that the people who visit this site are mostly Male between 18-49, and African American. I am going to show you where the real power of doing this research comes in. You see, most people will take the list of 'Audience Also Visits' URL's and bid on those. We need to do something different!

Let's think a little about what types of sites young, African American men might visit. This is something that can't be done with a tool so if you can master this you will be highly successful with PPV marketing. Now if you are totally stumped for ideas you can do things like checking out people in your target demographic on Facebook or Twitter and see what topics or websites they talk about.

After thinking for a few minutes, I came up with a great idea for this campaign. I know a lot of young, African American men are into hip hop/rap music.

Please watch the video on Quantcast to see this in action

Where Can I Find URL's To Bid On?

Researching the demographic is the first step to understanding your audience but now we need to go and collect URL's to bid on. Let's go over some obvious (and not so obvious) sources to find URLs.

1. Quantcast

Searching the 'Audience also likes' (like we did above) lists are a great way to collect URLs to bid on.

2. Search engines like Google, Yahoo, and Bing

Go to these search engines and type in your search phrase. In this example, I typed in 'hip hop blogs' and came up with a list like this:

hiphopblog.com
etalonhiphopblog.com
etc

Copy down the URL's of both the organic and paid listings. Collect results from the first 1-3 pages. You can go further than this, but most of the time the sites from the 4th page on won't have enough traffic to bother with.

3. Google content network

There are a couple ways to go about finding content network ads. The easiest is to go to Gmail and send yourself an email with the keyword you are researching in the subject line and body. In this example I would send myself an email to my Gmail address with 'Hip hop blogs' in the subject line and body, and see what Adsense ads showed up when I opened that mail.

Another method that works great (and that most people don't talk about) is to use a program that finds websites with Adsense on them. One example is Adwords Digger

http://www.adwordsdigger.com

You simply enter your search term and it will give you a list of all the URL's that have Adsense for that keyword on them. Pretty slick eh!? You can use the list of keywords it gives you, PLUS visit each of those sites, making note of the Adsense advertisers displayed there. One word of caution though…don't blindly copy all the URL's you find without finding if they are really what you want to be bidding on. You might accidentally scrape some URL's for a car insurance website which would be totally unrelated to the offer we are promoting.

4. Affiliates advertising on other ad platforms

Search around any website and you easily find banner ads. Search out traffic sources that affiliates use like pulse360.com, adsonar.com, or any other media buying platform and look at the websites affiliates are placing their ads on. You want to bid on the ad URL's you find, not on the site they are advertising on. For example, if you go to weather.com you will usually find some weight loss ads. We don't want to bid on weather.com, but click on the ad's there and bid on those URL's if they are related to your offer.

5. Social Media Sites
Try searching Youtube for videos related to your niche and bid on those URL's. In our example, you could search Youtube for rap music, hip hop, etc. and bid on those specific URL's. You can also search out URL's on other video sharing sites, social bookmarking sites, etc.

7. Alexa
Alexa is a site that can tell you the most visited websites for a particular topic. If you got to http://www.alexa.com and type in 'hip hop' you will see a list of high traffic sites related to this niche.

6. Using spy tools
This is a really cool strategy that most people don't know about. The basic idea is to use a competitor spy tool like Keywordspy, enter in your keyword phrases, and let it 'spy' and collect URL's of people advertising on PPC platforms. This is a simple, yet very powerful strategy that most PPV marketers don't use (since these tools are usually marketed to PPC marketers).

Some of the best spy tools are:
[Keyword Spy](#)
[Ispionage](#)

One note about bidding on URLs (especially if you are scraping results) – Don't bid on root URL's of high traffic sites like Facebook.com, Myspace.com, etc. You will blow through your budget faster than you can turn your campaign off. It's fine to bid on specific pages on those sites but not the root URL.

That will be more than enough to earn a substantial amount of money from PPV advertising. That doesn't mean you shouldn't be continually looking for new traffic sources, or new ways to find URL's. Get creative, and don't be afraid to test new strategies.

Please watch the video on Finding URL's

Automated Tools

There are a couple tools out there that will automate the steps above for you. In the Aff Playbook forum, I have an exclusive set of tools called Aff Robot. You can read more about them on the front page of [Aff Playbook](#) to see what's included.

How Many URL's should I bid on?

As you gain experience and have a larger budget, you will want to start off bidding on more URL's than you will initially. The more URL's you bid on, the more money you will spend testing which URL's lead to sales and which don't. When starting out, I would recommend bidding on 20-100 URL's.

Part 3 Landing pages and direct linking

One of the great things about PPV marketing is that you don't need to worry about quality score, keyword relevance, or anything that keeps affiliates relying on Google Adwords up at night. Direct linking is no problem at all, but it's better to use your own landing page. If you are just getting started and can't make a simple HTML page, don't worry…you can still make great money direct linking. I would highly suggest you learn some very basic HTML (which should take you an afternoon/evening) so you can use the more advanced strategies I am going to show you later on.

How Should I Make Landing Pages For PPV Marketing?

I want you to forget all that you know, or have read about building landing pages for PPC campaigns or SEO. Landing pages for PPV are totally different and need to be thought of differently. Think about how these customers are presented with our ads; they are not actively seeking them out like they would be if they were typing in a keyword on Google. We are popping up a window when they visit a particular website. We are basically interrupting their regular surfing so we need something that really grabs their attention.

Direct Linking

Direct linking is no problem in PPV marketing. You don't have to worry about quality score, unique content, etc. Direct linking can work great and it's the fastest way to get a campaign going. I would suggest you do 5-10 campaigns direct linking before you start doing campaigns with landing pages. This will allow you to focus on building a good URL list and creating campaigns. Once you have mastered this, you can begin testing landing pages.

Basic Landing Page

The most basic landing page you could make (and it actually works well) is to take a large, square banner from your affiliate network campaign listing and put it in a single HTML page. The example below is just a banner creative I took from Neverblue. I simply put it in the middle of an HTML page and linked the image to my affiliate link. I know this is very basic but it also works. If you are comfortable with graphic design, you can also create the graphics/logos yourself. Your landing page doesn't need to be fancy. Basic landing pages convert much better than fancy/flash ones.

Each PPV network will pop up your ad in a different size so you need to make sure the page you design fits in that window. You want a short, concise page without much text (more graphics) and a strong call to action (ie CLICK HERE, etc).

Customizing Your Landing Page With Keyword Insertion

On some traffic sources like Traffic Vance, you can dynamically insert the URL/Keyword you are bidding on into your landing page. Now you might be asking why we would want to put the URL of the site they just visited on our landing page. Here is one example of how we can use this powerful technique:

Using our blacksingles.com campaign, say I am bidding on the URL's hiphopblogs.com, rapblogs.com, etc

On my landing page I could say something like:

"Welcome visitors of hiphopblogs.com, we have a special offer for you…"

The possibilities with this are endless, so get creative! Here is how my page could look if we used this technique:

The text 'hiphopblogs.com' would say whatever site the pop-up originated from.

Ok, enough already, how do you do this exactly? I am going to share some landing page code with you that will make setting this up a breeze.

First, you will need to create a landing page with your favorite HTML editor. You will need to review the section on tracking your campaigns with Prosper202 to see how this all ties together but I will give you the code here. On your landing page you need to put this code at the very top of the page, before anything else:

```php
<?

//grab t202 keyword
$keyword = $_GET['t202kw'];

//if a yahoo keyword exists, over-write the t202 keyword
//for Yahoo OVKEY = the bidded keyword, OVRAW = actual keyword
//you can change $_GET['OVRAW'] to $_GET['OVKEY'] if you would
//like to display the bidded keyword, instead of the actual keyword.
if ($_GET['OVKEY']) { $keyword = $_GET['OVKEY']; }

//now anywhere we call echo $keyword, it will display the dynamic kw!

//extra goodie, uncomment the line below if you would like to capitalize
//the first character in each word
//$keyword = ucwords(strtolower($keyword));

?>
```

Now wherever you want your keyword/URL to show up you would place
`<? echo $keyword; ?>` in the code. Here is an example of how this might look:

```
<html>
   <head>
      <!-- Display the Dynamic Keyword in the Title! -->
      <title><? echo $keyword; ?></title>
   </head>
   <body>

      <!-- Display the Dynamic Keyword in the body's content! -->
      This is the content on my landing page! You were searching for <? echo $keyword; ?>.

   </body>
</html>
```

We will see how this all works together when learn about tracking our campaigns with Prosper202 in the next section.

With PPV engines like Media Traffic you don't need to do anything special to make this work. With Lead Impact you simply need to enable keyword pass through on your campaign.

Traffic Vance is a little different. What you need to do is end your link with %%$KEYWORD%%

This would go after your subID= or T202kw= parameter.

Now don't worry if this is over your head right now. You can make a LOT of money simply direct linking and not using any type of tracking program. The one thing I would suggest is at least using your network SUB ID's to see what URL's were converting.

To do that just end your affiliate link with the subid parameter. It varies on each network but usually looks something like this:

http://www.myaffiliatelink.com?sub=

On Traffic Vance you are going to need to put in that keyword code to your destination URL like this:

http://www.myaffiliatelink.com?sub=%%$KEYWORD%%

Collecting Opt-in Emails

You don't have to send traffic to an affiliate offer. A lot of marketers use PPV traffic to build their mailing lists. This is a really powerful technique because you can continue to market to the lists you build over and over. You can use a mail service like [Aweber](#) to create an email capture form, then market to the email list you collect. You should offer them something for signing up to your list. Using our blacksingles.com campaign as an example, my landing page might have my Aweber form on it with something like "Learn the best places to meet African American singles by joining my mailing list". After they joined your list you can send them to your affiliate link. This is all done through Aweber and it is very easy to set up. You would then market to the customer through email after they joined your list. The beauty of this technique is that you can market to this list over and over. You can really send them any types of offers you want, but it will be best to think about demographics again and what types of offers they might be interested in. This is a really cheap way to collect opt-in email addresses and can create a steady stream of income.

[You can create an Aweber account here](#)

Pre-Populating Lead Forms

One of the single best things you can do to increase conversions is to pre-populate the lead form you send surfers to. What I mean is that you would set up a simple landing page asking for a name/email and possibly other information and then pass that through your affiliate link so that when the customer arrives on your offer page, their information is already filled out. This is simple to implement but you need to make sure the offer you are promoting can be pre-populated. Each network has a different way to pre-populate offers so be sure and check with your affiliate manager. Usually pre-population is accomplished by adding certain parameters to your affiliate link (much like adding a SUB ID).

How Do I Set This Up?

You will need to get the pre-population instructions for the network you are using. Once you have this you will need to create a page that has the forms and proper pre-population code on it.

You will need to understand a little HTML editing to make this work but you can also hire a programmer from Elance or Guru to set this up for you (This job should cost less than $50).

Another more advanced strategy is to create a lead form yourself, capture the email address and populate the offer with the information. This is known as pre-populating the offer and it is more of an advanced strategy. Unless you can do some programming yourself, I would save yourself some time and hire a programmer.

If your head is spinning, it should be! We covered some really advanced landing page strategies in this section. Remember, if you are just starting out I would recommend not tracking your first couple campaigns and just focus on getting the basics down. Keep referring back to this guide as you gain more experience and you will understand more and more all the powerful things that can be done with this type of traffic.

Part 4 Bidding, Budget and Competition

One of the things you hear about PPV marketing is that there is unlimited traffic for $0.01 per click. While this can be true, increasing competition makes it unlikely you will find a ton of traffic for $0.01. I'm only telling you this because I don't want you to be afraid to bid higher. If you start a campaign and see lots of competition on a lot of the URL's you are bidding on, chances are those are good URL's to target.

What Should Your Budget Be?

I like to set my budget very small to start with. On Traffic Vance, there is a $10 a day minimum budget. On most of the other PPV engines, you can set it at whatever you want. I would recommend beginners start with a $5 a day budget (or $10 on Traffic Vance). This will give you time to collect data and see what URL's are converting for you without blowing through your budget.

How Much Should You Spend On a Campaign?

More advanced marketers might spend several hundred dollars to see if a campaign can be made profitable. If you are just starting out, you should spend 1-3x the offer payout on traffic before deciding what to do. For example, if I am promoting a dating offer with a $4 payout I will spend $4-12 (usually closer to $12) before deciding if I need to change something. If I've spent that much and have no leads, I will either shut down the campaign or if I think the campaign can be profitable I will change my landing page, URL's, etc and run another test. Remember, just because you don't get any leads it doesn't mean that campaign is a failure. You will need to test targeting different URL's,

landing page strategies, etc. to really see if a campaign is a winner or not. If I know other affiliates are making money with a certain offer I will usually test a lot more variables before giving up on a campaign simply because I know if someone else is making money with this traffic/offer I can too!

How Much Should I Bid?

In each PPV engine, you will be able to see what the highest bid is which makes things easier for us. Unless the bid is ridiculously high you need to bid into position 1. Position 1 will get the vast majority of available traffic. It's not like PPC where you can still get substantial traffic being in position 2, 3, etc. In PPV you need to be in position 1. This can lead to bidding wars between you and your competition. Fortunately you can raise you bid by ½ a cent or less to get into a higher position. For example;

If I start a campaign and notice I am in position 5 and the highest bid is $0.110, I can raise my bid to $0.120 and be in position 1. Not all PPV traffic sources operate this way but most are similar with incremental bids. You might want to start with lower competition/bid URL's and if you see some conversions, then start testing the higher competition/bid URL's.

Once your campaign is showing some promise (you are getting leads, etc) you should check in on your bids several times per day and make yours the highest. You also need to cut out URL's that aren't converting. We will learn more about how to do this in the section on tracking.

Here are some good guidelines on bidding and competition:

- Always start your bid at the lowest price that will get you into position 1

- If a bid on a URL is really high, you might just not bid on that URL for now and add it back in if the campaign looks like it has potential. I personally like to focus on URL's with low competition. |

- If you get in a bidding war, raise your bids as little as possible to get in position 1. Sometimes when a new competitor starts a campaign they will be really aggressive with their bids and keep bumping you out of first place. If you are getting a good ROI on that URL I would keep bidding into position 1 and most of the time your competition will eventually drop off.

Part 5 Tracking Your PPV Campaigns

At this point, you know more (at least in theory) than 99% of marketers who run PPV campaigns. All this information won't sink in overnight so keep referring back to this guide regularly and things will make more sense as you gain experience.

In this section we are going to learn about tracking our PPV campaigns using a popular free tracking program called Prosper202. The Prosper202 guys have done an excellent job creating this software and teaching people how to use it. I will refer you to their website to download and install the tracking program (you will need a domain and server to host it on). It's important to not run your tracker on shared hosting. You need a quality VPS. I recommend Beyond Hosting.

CPV Lab is a great tracker built specifically for CPV traffic. I highly recommend checking it out if you are serious about PPV. It's a paid solution but well worth the investment. Inside the Aff Playbook Forum we offer a $50 rebate if you buy through our link.

Another tool you might want to add to your arsenal is Landing Page Genius. Landing Page Genius is a tool used in conjunction with Prosper or CPV Lab. It allows you to split test and analyze in far greater detail than you can with CPV Lab or Prosper alone.

You can download the Prosper202 software and read all documentation here:

http://prosper.tracking202.com/apps

This section is much easier to show you in a video so please watch the video on tracking.

Part 6 Niches and URL's

By now, you know how to set up PPV campaigns, do research, and track the success of your campaigns. In this special section I am going to give you a list of niches and types of URL's to target. These are exact niches that PPV marketers including myself make great money with. To my knowledge, no other PPV course offers you this kind of information. Remember to take my ideas and use them, but also be creative and use your own strategies. What I am going to do is list some niches that work great with PPV traffic. You should be able to find several offers for each niche on CPA networks. I am then going to list the types of URL's I would bid on for these niches.

Niche 1
Free Grocery Zip/Email submits

Search these types of keywords to find URL's to bid on:
Recipe sites
Single mother sites
Coupon sites
Free samples sites

Niche 2
Dating

Search these types of keywords to find URL's to bid on:
For black dating sites:
Hip hop/rap music
Urban clothing
Online Gaming

For something like a general dating site
Personality quizzes
Games
Chat rooms

Niche 3
Make money from home

Search these types of keywords to find URL's to bid on:
Job/employment sites
Telecommuting jobs
Stay at home mom's/dad's

Niche 4
Auto Insurance

Search these types of keywords to find URL's to bid on:
Auto insurance guides
Car reviews

New car buying guides
Car mechanics

Niche 5
Debt Relief

Search these types of keywords to find URL's to bid on:
Credit repair
Places to borrow money
Loans
Credit scores
Bankruptcy lawyers

Gameplan

In time, you will figure out your own system for doing things and I encourage you to do that. I am going to share some tips that I think you should follow when starting out.

- Set a goal of launching 'x' number of campaigns per day/week and stick with it for 2 months. By this time you will have a really good idea of what types of offers, landing pages, and URL's will work best.

- Don't over think things. One of the biggest mistakes I see students making is that they spend too much time reading or thinking about PPV marketing instead of just doing it. You will learn more by launching 5 campaigns than you will reading forums, blogs, etc. Those places can be great resources but make sure and do that after you launch your campaigns.

- Make friends with other marketers and bounce ideas off each other. If you know someone who is really successful, ask them questions. Most people are willing to give some great tips.

Conclusion

I hope you are very excited about the possibilities right now! PPV is a great thing to get into right now and the future of it looks bright. Take your time with this guide and start slowly. Set a goal of making a certain number of campaigns each day/week and stick to it. Please check out my blog at http://www.affplaybook.com/blog to keep up to date on the latest PPV marketing techniques and niche ideas to promote.

I also run a forum called the [Aff Playbook Forum](#). Inside the forum you'll find case studies of profitable campaigns, lessons, tips and more. The forums focus on almost every traffic source used by affiliates – PPV, PPC, SEO, Media Buys, Mobile, POF, Facebook, and more. In addition, we have reps from traffic sources like Traffic Vance, Site Scout, Plenty of Fish, Lead Impact and more on hand to answer your questions. Check it out below

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