



## **Action Plan – Module 1**

### **Introduction To Pay Per Click Marketing**

1. Understand the EPC formula so that you can master the art of making money with PPC traffic.
2. Choose a revenue model that you would like to send PPC traffic to. This can be a cost per action offer or a cost per sale offer (Clickbank product). If you choose to promote a CPA offer, please read my free CPA report in the resources section of Module 1.
3. Apply to ad networks and wait for acceptance to start running their offers.
4. Create an account on all the pay per click platforms such as Google Adwords, MSN Adcenter, 7Search, etc.
5. Gauge the demand and competition for the offer that you would like to promote. Decide if that is a market worth driving traffic to and that it seems reasonable to make money in that market.
6. Move on to Module 2.