

**Welcome back.**

**In this lesson, we're going to take a look at the different types of CPA offers you can promote.**

**This is just a brief introduction to familiarize you with what's available before we join our first networks.**

**Let's dive in.**

**In this brief overview, you'll learn about the common categories of CPA offers that are available to promote, the basic structures these offers follow, what makes an offer convert well, and examples of popular offer types.**

**I want to note that this is just an introduction. I want to note that this is just an introduction.**

**We'll cover detailed offer selection strategies in Module 4.**

**For now, I just want you to understand what these offers look like so you're familiar with them when applying to networks.**

**CPA offers fall into several main categories.**

**These include freebies and sweepstakes, which are often the simplest offers, health and wellness offers covering various health services and products, financial services for things like loans and credit checks, Education and career opportunities, business opportunities for those seeking extra income, and entertainment and lifestyle offers.**

**Each category appeals to different audiences and has different conversion characteristics.**

**As you gain experience, you might find you prefer working with certain categories over others.**

**Let's start with freebies and sweepstakes offers.**

**These typically require just an email submission or a very simple form.**

**They have universal appeal, after all, Who doesn't like free stuff?**

**These offers usually have lower payouts, typically between \$1.50 and \$8 per lead, but they compensate with very high conversion rates because they're so easy to complete.**

**Freebie offers are perfect for beginners because they're easy to promote and people readily sign up.**

**You can see an example of a gift card sweepstakes offer here.**

**Notice how simple the form is, just asking for basic information.**

**Health and financial offers typically require multi-field forms where users need to provide more detailed information.**

**These offers come with higher payouts, often ranging from \$15 to \$80 per lead because the information is more valuable to advertisers.**

**They target specific demographic needs, like health insurance or loan information, and have medium conversion difficulty.**

**These are strong performers when you match them with the right audience.**

**Here you can see an example of this type of offer with its more detailed form.**

**Business and education offers usually involve information request forms where people are seeking opportunities to improve their situation.**

**These offers typically provide good payouts between \$15 and \$70 per lead.**

**They specifically target people looking for new opportunities**

**Whether in education or business.**

**They have medium conversion difficulty and broad appeal across various age groups.**

**Here's an example of a business opportunity offer. Notice how it promises information about earning extra income.**

**It's helpful to understand the difference between simple and complex offers.**

**Simple offers are one-step processes like email submits or single page forms.**

**They typically have lower payouts.**

**But higher conversion rates because they're easier to complete.**

**Complex offers involve multiple information fields and often a multi-page process.**

**They offer higher payouts but generally have lower conversion rates because fewer people complete the entire process.**

**You'll learn to balance these factors when selecting offers in Module 4.**

**For now, just understand that this trade-off exists. In Module 4, we'll dive much deeper into the offer selection process.**

**You'll learn exactly how to identify the best offers for your specific traffic sources, evaluate the balance between payout and difficulty, test and track offer performance, and scale your successful campaigns. For now, I just want you to be familiar with these categories so you recognize them when you start browsing networks.**

**Here are your next steps.**

**Complete Module 2 to solidify your understanding of CPA fundamentals.**

**Then move on to Module 3 where you'll learn how to join your first networks.**

**Once you have network access, take some time to browse their offer marketplaces to see examples firsthand and look forward to Module 4 where we'll cover detailed offer selection strategies.**

**Next up is our final lesson in this module, Legal and Ethical Guidelines for CPA Marketing.**

**This information will help ensure your business stays compliant and builds long-term success.**

**I'll see you there.**