

First and foremost this eBook is written for people who have some knowledge about mass emailing and are okay with blackhat marketing tactics. If you are not or if you don't have any idea what I'm even talking about, this won't be for you.

Below is one of my 8 blackhat email campaigns I am running. Each one has similar stats but this one has earned the most in the last 6 days. The one that is doing the worst has made \$776.

| DATING PAY PER LEAD | | | | | | |
|---------------------|------|------|------|------|--------|------------|
| | Uniq | C.R. | Free | C.R. | Signup | Payout |
| 2011-08-01 | 576 | 1:23 | 26 | 1:26 | 1 | \$52.00 |
| 2011-08-02 | 1769 | 1:28 | 65 | 1:33 | 2 | \$130.00 |
| 2011-08-03 | 877 | 1:33 | 27 | 1:14 | 2 | \$54.00 |
| 2011-08-04 | 1954 | 1:34 | 59 | 0:0 | - | \$118.00 |
| 2011-08-05 | 1604 | 1:9 | 181 | 1:37 | 5 | \$362.00 |
| 2011-08-06 | 1033 | 1:8 | 143 | 1:36 | 4 | \$286.00 |
| TOTAL | 8156 | 1:16 | 514 | 1:37 | 14 | \$1,002.00 |

After lots of research I chose one dating site and before I even signed up I contacted the head affiliate manager. Here is what I said;

Hi. I currently work with another large online dating site. I know my affiliate manager very well and we've been friends for a long time.

My question is this. I send traffic to them by means of emailing. However my emails are not 100% compliant but I do include an opt-out link and subtract their suppression list for each email blast. When too many complaints come in, I make myself a new account, he terminates my old one, deletes all my personal information from their system and transfers my funds over to the new account. Then I start again. He does this to cover his own ass and it works out well for both of us.

Would you be interested in something like this? I make good money with them and he is very happy with the conversion rates he gets from my traffic so it's a win-win. If not, no worries. I just feel like being honest about this stuff from the very start is the way to go.

He agreed to test out the traffic and ended up being happy with the results. I have been with them for almost 2 years now.

I run campaigns on 3 different affiliate accounts I set up with them. The first 2 accounts I use strictly for emailing. The 3rd one is used for banner ads, Facebook ads, YouTube, PornTube, Twitter and offline traffic methods. Here in this eBook, I am just going to talk about my emailing campaigns.

Most of my emails are scraped from the web. I do not target any specific keywords or niches. I installed some Windows VPS' with an email scraper, load up huge lists of common words and names as keywords and let them run 24/7. The scraper I use is called GSA Email Spider. I have not been able to find a cracked copy that works so I just bought it (\$68). It was one of my best investments to date. They have a free demo if you want to give it a try.

<http://miniurl.com/GSAEmailSpider/>

I get a couple million new emails daily this way. Now from here I remove duplicates and split the emails up into parts. I then import them to different Linux VPS' with Interspire IEM installed. Each one is scrubbed against a large list of spam traps and suppression lists as it is being imported. Then I send out a very simple email to the lists. It's normally something like this

Subject: Hi

Message: Hey. How are things? We may be getting down there to your neck of the woods soon so maybe we can all go grab a bite to eat or something. I'll keep you posted. Talk to you soon, Dan

Most of the time the people will think it is someone they have talked to before or think it was sent to them by mistake. But since it isn't trying to sell them something, most people will just delete it after reading it. The important thing here is that most of them will not mark it as spam and by them simply reading improves my IP's reputation.

This way I can effectively parse out all the hard bounces and end up with a clean email list to send to, free from most spam traps and suppression emails. I then export the cleaned emails to another set of VPS' which are used for sending my actual online dating emails.

I keep my ads short and simple and don't include any images in them. The ads all say;

Largest Singles Site in the World
Over 30 Million Members
Costs Nothing to Join
http://www.*****.com

To unsubscribe, click [here](#)

The offer I use for this pays me per every free lead. I start at \$2 per lead until I get my first paid join. The pay rate fluctuates depending on my conversion ratio. They pay out every 2 weeks so what I do is blast out emails as fast as possible for the first 7 days on my 1st account. Then I switch all traffic to my 2nd account and send as many as possible to that one for 7 days. Then I loop back to the 1st and start over. When I do it this way, my 1st account gets tons of free signups for the first week then during the 2nd week some of those free joins start to convert to paid members. This makes my conversion ratio better for that pay period. So, no matter what I am guaranteed to get at least \$2 for each free lead but most of the time I end up at \$3 - \$4 per lead before the pay period ends.

I'm not going to do the math here because in affiliate marketing what you make each paycheck is always different due to fluctuations in conversions and how many joins you end up getting. However I will say that money is no longer something I have to worry about. Of course I have to be careful because blackhat emailing is a dangerous game to play. I've never had any problems, knock on wood, but yeah it's something I am very meticulous about.

There are tons of dating sites out there with affiliate programs. When choosing one I would recommend signing up directly with them and not through one of the large affiliate networks like (CJ, Azoogole or MaxBounty for example). One big thing you need to look into when signing up for any affiliate site is what other affiliate marketers are saying about them. I believe all of them shave leads. The key is to find one that doesn't shave too much and ensure that your conversions and pay stays pretty consistent. If you use one that you make a lot of money with the first couple paychecks then you notice a drastic drop in conversions, 9 times out of 10 they have started shaving too much and they are not a company you want to stay with.

The one I chose stays very consistent and pays me every 2 weeks like clockwork. They keep my info safe and let me know when I need to change accounts. They also let me sign up with fake info and offer payments by bank wire, check, Paxum or Payoneer. If you want to try it out you can sign up under me by going here <http://miniurl.com/loadeds cash/> . Of course you are welcome to sign up without me; it's entirely up to you. If you want to go that route, just do a Google search for LoadedCash. The only thing I will say is that if you sign up under me, I will help you out with any questions you may have. Just email me at kickapoooooh@aol.com and include your username you signed up to LoadedCash with.

For those of you out there trying to make money online, give some thought to BlackHat affiliate marketing in the dating field. Bottom line is, sex sells, period!

Now for one final thought.

One thing I need to emphasize when you want to send BlackHat emails to any affiliate offer. Make sure you talk to your Affiliate Manager first. Don't just sign up and start blasting away emails to them without talking to them first. That will get you banned quickly. Just be honest with them about any blackhat traffic you want to "test" and they will be a lot more likely to work with you on it. If it makes them money they will usually turn a blind eye and be okay with it.