

Published based on [Is Project Payday a Scam or Real?](#)

Is Project Payday a Scam or Real?

As a serial online entrepreneur, I investigate and invest a lot of different programs. Some are definitely worth the money while others are a complete waste of time.

Recently I ran across a **Project Payday review** and decided to take a closer look it seems to be a pretty solid way to make a few extra dollars online. The question on my mind, obviously, was *is project payday a scam or real?* Can you really make money or are most people wasting their time?

Project Payday Scam or Real?

In a nutshell, the project payday system teaches you how to sign up and promote various CPA offers using what is called an incentivized offer. CPA stands for "cost per action" and you get paid when someone completes the required action. For example, the offer might be to "Enter Your Email to Win a Free Ipod" or maybe "Receive a Bottle of Our Wonder Drug for Only \$4.95 Shipping". So the idea is you sign up for these offers and promote them by driving traffic to the offer. If someone gives up their email, zip code or accepts the trial offer or whatever... you earn a commission.

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So far so good. There are lots of people who make a very nice six-figure, even 7-figure income promoting CPA offers. In fact, over the years I've made tens of thousands promoting various CPA offers by hosting banners on my websites, running small classified ads and even doing a bit of paid advertising. So if you want to learn more about the art and science of promoting FREE OFFERS to earn a nice living, check out "[The Dirty CPA](#)" course which is one of the better ones out there.

But lets get back to the question: "Is Project Payday a Scam or Real?"

Here's the challenge. In the above example this company offers a lottery ticket buying service. They make a profit only when people sign up and purchase lottery tickets. In order to get more LEADS they are willing to pay people like me and you to promote their offer and, for example, let's say they pay \$10 per lead because they've worked out that, in the long run, they will earn an average of \$20 per lead. It might take five or six leads before they get an order, but they know they can make a profit paying these types of affiliate commissions if they leads they are truly interested in buying lottery tickets from around the world.

The Project Payday Scam

So let's say I offer you \$5 to go fill out the form (which is free to you) - knowing I'll get paid \$10 when you do. Seems like a good deal, right? You earn \$5 for completing a short form that doesn't cost you anything except a few minutes of your time... and I earn \$5. But here's the rub. YOU were "incentivized" to give up your information. You may or may not have been truly interested in buying lottery tickets around the world. So the company loses out big time! And this is the strategy the project payday scam teaches - find high paying offers, pay people for taking the action required, and pocket the profits. The company, in a very real sense, gets scammed. Don't you think?

Now to be fair, there are a lot of CPA offers that allow you to incentivize them. Most of them, however, offer a tiny payout of \$1.15 to \$1.35 per zip code or email submit. Which means you would have to process a lot of these FREE OFFERS to make any serious money.

So, I dug pretty deep into this program and into the marketing methods of those promoting program. With rare exception, I found the sites they were promoting or hosting their CPA on were down and their CPA accounts were closed. Because the reality is this project payday scam method is a scam. Plain and simple. And while you MIGHT get paid initially, when the company finally wakes up to the fact that the majority of your leads are not converting to sale - they can actually reverse payments made and you'll lose time, money and your online reputation. Why risk it?

There are much, much better ways to make significant money online by promoting CPA offers fairly. One way, of course, is simply to write short articles about the product, service or free offer and link back to the offer from the article. It's free and very effective.

The key is to find a way to drive dozens, even hundreds of new visitors to your web site on a daily basis which is often easier said than done because there is a lot of competition online for that same traffic. Perhaps the best way is to use an [attraction marketing system](#) to funnel the traffic to your web site. Done properly, you can literally generate leads on demand, create an additional stream of cash flow, and promote your new business all from one marketing funnel.

Leads and traffic is the name of the game. So before you join any business, make sure you have a clear idea and plan for how you will generate leads and traffic on a daily basis. [My Lead System Pro](#) offers a proven step-by-step system to help you do just that. Take a look. You may be surprised, even shocked to discover how simple it really is to make money online.