

CPA Marketing Online Training

Quick Start Guide

Congratulations on taking the first step toward creating a reliable online income through CPA marketing! This Quick Start Guide will help you navigate the course efficiently and set you up for success.

What is CPA Marketing? CPA stands for "Cost Per Action" this is a business model where you earn commissions from businesses by promoting free lead generation offers.

You get paid when people take specific free actions like:

- Submitting their email address
- Registering for free trials
- Requesting quotes or information Installing free apps
- Taking surveys

The best thing about this business model is that users never have to make a purchase, making these offers much easier to promote than products that cost money..



Follow this step-by-step strategy through all the modules:

Beginning Phase (Modules 1-2)

- Understand CPA marketing fundamentals
- Learn how offers work and how you get paid
- Set realistic goals and expectations

Setup Phase (Modules 3-5)

- Join your first CPA networks
- Select profitable offers to promote
- Create your promotional links and landing pages

Traffic Phase (Modules 6-7)

- Learn multiple free traffic strategies
- Master social media promotion methods
- Explore affordable paid traffic options

Growth Phase (Modules 8-10)

- Track and optimize your campaigns
- Scale what's working
- Automate your business with affordable help



Suggested Schedule to the Success Pathway

Stage 1: Foundations

- Complete Modules 1-2
- Apply to your first CPA network
- Set up your organizational system

Stage 2: Offer Selection

- Complete Modules 3-4
- Get approved by at least one network
- Select your first 2-3 offers to promote
- Stage 3: Implementation

Complete Modules 5-6

- Set up your first landing page
- Begin implementing your first traffic strategy

Stage 4: Expansion

- Complete Modules 7-8
- Add a second traffic strategy
- Start tracking your results

Stage 5: Optimization & Scaling

- Complete Modules 9-10
- Optimize your best-performing offers and traffic sources
- Begin scaling and automation



Essential Tools Checklist

Required:

- Computer with internet connection
- Email account (Gmail recommended)
- Basic spreadsheet program (Google Sheets is free)
- Notepad or word processor for content creation

Recommended:

- URL shortener (free options available)
- Simple landing page builder (options covered in course)
- Basic image editor (free options available)

Optional:

- Landing page system program
- VPN service for accessing geo-restricted offers



Keys to Success

Consistency: Schedule regular time to work on your business

Implementation: Take action on what you learn immediately

Tracking: Keep records of what's working

Persistence: Some offers and traffic sources will work better than others

Focus: Master one traffic method before adding another

Patience: Allow 60-90 days to see significant results

Realistic Income Timeline

- First 30 Days Focus on learning and setup
- Goal: Get first commission (\$100-\$1,500 possible)

- Days 30-60 Optimize initial campaigns
- Goal: Consistent commissions (\$800-\$3,000 possible)

- Days 60-90 Scale working methods
- Goal: Growing monthly income (\$2,000-\$6,000 possible)

- Day 90+ Add automation and outsourcing
- Goal: Substantial monthly income (\$6,000-\$15,000+ possible)

*Note: Results vary based on implementation, consistency, and market factors. These figures represent what's possible but are not guaranteed!



Frequently Asked Questions

1. How much time do I need to invest? Start with 10-15 hours per week during the learning phase. Once your systems are in place, you can usually maintain your business with 5- 10 hours weekly, or less with outsourcing.
2. Do I need technical skills? No! The course is designed for beginners. We focus on simple, straightforward methods that anyone can implement.
3. How much money do I need to start? You can begin with zero investment using free traffic methods. For best results, a small budget of \$50-\$100 is helpful but not required.
4. Will this work in my country? Yes! CPA marketing works worldwide. The course covers strategies for accessing offers regardless of your location.
5. What if I need help? Please send all your questions and inquiries to our support email address: support@bettershorttermloans.com. We will reply to your request as soon as possible.



Key Terms Quick Reference:

CPA - Cost Per Action earning commission when users take specific actions.

Lead - A potential customer who has shown interest by taking an action.

Offer - A promotion that pays you commission when users complete certain actions.

Affiliate Link - Your unique tracking link that credits you for leads.

Conversion - When someone completes the desired action on an offer.

Traffic - Visitors or potential leads you directly to your offers.

Landing Page - A webpage designed to promote an offer effectively

