

# CPA MONEY WORK SHOP

DAY ONE WORKBOOK



# An Important And Heartfelt Letter from Praise

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**"Everyone will call it luck...**

But they won't remember when I had nothing.

I remember it vividly—being a broke university student with barely enough for pocket money.

I had big dreams, but they felt caged.

Ambitions? Yes.

Resources? None.

Options? Limited.

There's a kind of quiet pain in waiting for a bank alert before you can eat.

I hated that life.

But I knew something had to change.

I knew I could do more—be more.

When I discovered CPA marketing, it wasn't some instant jackpot.

It wasn't magic.

What I found was a real *step*—a path.

Let me show you what it looked like:

**Step One:** The desire for more.

That feeling deep inside that says, *"There has to be more than this."*

**Step Two:** The search for the right opportunity.

Most people get stuck here, looking everywhere, chasing everything.

**Step Three:** The shift—discovering the *unique zone*.

This is where you stop following the crowd and start building something that actually works.

I started CPA marketing with *zero naira*.

But I didn't let that stop me.

Because what I lacked in cash, I made up for with hunger, vision, and a refusal to settle for an average life.

And you?

You're here right now. That means something in you is waking up, just like it did for me back then.

You're not random. You're ready.

Ready to stop waiting.

Ready to start building.

I don't believe in luck.

I believe in *transformation*.

So when you tell me you're stuck, what I hear is this:

You're standing at the edge of something extraordinary.

You just need a system that works—and the courage to follow through.

This workbook isn't just another file, it's your blueprint.

Don't just read it. *Use it*.

Don't just plan. *Act*.

Because we don't rise by chance.

We rise by systems.

Let's build your extraordinary future.

—Praise

# **CPA Money Workshop – Workbook 1**

**Topic:** *Understanding Money and CPA*

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# Introduction

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Today laid the groundwork for your success. You discovered:

- ✓ Why most people fail to make money online (hint: it's not about hard work!)
- ✓ How CPA really works – the simple system behind getting paid for actions
- ✓ Your role as a problem-solver – the key mindset shift for consistent earnings

This workbook will help you:

- Lock in today's breakthroughs with targeted exercises
- Turn theory into action using our step-by-step framework
- Launch your CPA journey with clear next steps

Remember: Every top earner started exactly where you are right now. Your first \$300 begins with implementing what you learned today.

"Knowledge becomes power only when applied." Let's begin.

# Here is How to Use This Workbook

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This workbook is designed to help you reinforce your learning, apply key concepts, and track your progress throughout the workshop. Follow the sections below to make the most of your experience.

## Section 1: Key Takeaways, Templates & Guides

- This section contains the most important insights, frameworks, and tools shared during the workshop.
- Use these summaries, templates, or guides as quick references for future use.

### How to use it:

- ✓ Review the key points after each session.
- ✓ Download or print any provided templates for hands-on application.

## Section 2: Fill-in-the-Blank Questions

- Reinforce your learning with simple questions based on the day's lessons.
- These are designed to help you recall and retain critical information.

### How to use it:

- ✓ Answer the questions after each session without referring back to the material.
- ✓ Check your responses against the answers in **Section 3**.

## Section 3: Answers to Questions

- Compare your responses from **Section 2** with the correct answers here.
- Use this section to identify any gaps in your understanding.

### **How to use it:**

- ✓ Review mistakes and revisit workshop notes if needed.

### **Section 4: Assignment for Day 1**

- Apply what you've learned through a practical task related to the workshop content.
- This helps solidify concepts through real-world practice.

### **How to use it:**

- ✓ Complete the assignment after reviewing the day's material.
- ✓ Use **Section 1** (templates/guides) if needed.

### **Section 5: Day 1 Checklist**

- A step-by-step list of tasks to ensure you've covered all essentials for the day.

### **How to use it:**

- ✓ Mark off each item as you complete it to stay on track.

### **Section 6: Personal Notes from Day 1 Workshop**

- Jot down reflections, ideas, or additional insights from the session.

### **How to use it:**

- ✓ Write freely—capture thoughts, questions, or action items.
- ✓ Refer back to these notes for future reference.

# Section 1: Key Takeaways from Day 1 Workshop

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## CPA Money Formula:

Value + System + Traffic = Money. You don't make money from thin air — you earn it by exchanging value through a system that gets seen.

## Why we can't make money:

Because we aren't Central Bank. We earn money by providing value in exchange — through services, offers, or systems.

## Meaning of “money is exchanged for value”:

Money comes when I solve a problem. If I offer something helpful (like a product or lead), someone will pay for it.

## 5 Steps to Making Money:

- Clarity
- Choosing a model
- Finding demand
- Packaging your offer
- Sending traffic

## The 3Tp Triangle:

- Traffic: Getting people to see your offer
- Trust: Making them believe in it
- Task: The action they must complete

When all 3 work together, you get paid.

## **Why most fail:**

They jump from idea to idea with no structure, no focus, and no system.  
Confusion = no results.

## **Trying everything vs. one system:**

“Trying everything” = scattered and broke.

“One system” = focus, results, growth.

## **CPA in simple terms:**

It's when you get paid for making someone take a specific action — like signing up, installing an app, or filling a form.

## **3 Steps to Winning in CPA:**

- Pick a high-paying offer
- Build trust and send traffic
- Get them to complete the task

## **How traffic, trust & task affect payout:**

- More targeted traffic = more chances.
- More trust = better conversions.
- Clear task = easier payouts.

### **3 Real-Life CPA Examples:**

- Getting paid when someone signs up on a fintech app
- Influencers promoting a product with a referral link
- Being paid for each software trial download

### **Mindset Shifts Needed:**

- I must stop “trying” and start executing a system
- I don’t need plenty money to start — I need clarity
- Success is predictable when I stay consistent

### **Offer Clarity Template**

- Problem I solve: \_\_\_\_\_
- My system: \_\_\_\_\_
- How I attract people: \_\_\_\_\_

## Section 2: Day 1 Questions

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(Use these to test your recall and understanding of core concepts)

1. The formula for making money is: \_\_\_\_\_ + System + Traffic = Money.
2. You don't "make" money; you \_\_\_\_\_ it by providing \_\_\_\_\_.
3. Money is exchanged in return for \_\_\_\_\_.
4. The 3Tp Triangle stands for \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.
5. CPA stands for \_\_\_\_\_.
6. In CPA, you get paid when someone completes a specific \_\_\_\_\_.
7. The three steps to winning in CPA are: Pick a \_\_\_\_\_, Build \_\_\_\_\_, Get them to do the \_\_\_\_\_.
8. Most people fail at making money online because they lack \_\_\_\_\_ and \_\_\_\_\_.
9. The opposite of "trying everything" is following \_\_\_\_\_.
10. One mindset shift is realizing that success comes from \_\_\_\_\_, not confusion.
11. A CPA example in real life is getting paid when someone \_\_\_\_\_ on a fintech app.
12. In the 5 steps to making money, the first step is getting \_\_\_\_\_.

## Section 3: Answers To Day 1 Questions

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1. **Offer** + System + Traffic = Money
2. You don't "make" money; you **earn** it by providing **value**.
3. Money is exchanged in return for **value**.
4. The 3Tp Triangle stands for **Traffic, Trust, Task**.
5. CPA stands for **Cost Per Action**.
6. In CPA, you get paid when someone completes a specific **action**.
7. The three steps to winning in CPA are: Pick a **niche/offer**, Build **traffic**, Get them to do the **action**.
8. Most people fail at making money online because they lack **consistency** and **strategy**.
9. The opposite of "trying everything" is following **one system**.
10. One mindset shift is realizing that success comes from **focus**, not confusion.
11. A CPA example in real life is getting paid when someone **signs up** on a fintech app.
12. In the 5 steps to making money, the first step is getting **traffic**.

# Section 4: Assignment For Day 1

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Apply what you learned:

1. Rewatch the training replay.
2. List 5 celebrities you've seen promoting CPA offers (e.g., Sabinus, Davido). What did they promote?
3. Name 3 companies involved in CPA marketing.
4. Has your favorite comedian/celebrity ever done CPA? Which company?
5. Identify 2 types of businesses not mentioned that likely use CPA.

## Section 5: Day 1 Checklist

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- Watch the full Day 1 training replay
- Understand the CPA Money Formula and why most people struggle to make money online
- Learn the concept of value exchange and how money truly flows
- Complete Section 1 of your workbook (Key Takeaways & Reflection Questions)
- Fill out the fill-in-the-gap recall questions in Section 2
- Cross-check your answers in Section 3 to test your understanding
- Learn and apply the 5 Steps to Making Money shared in the session
- Understand the 3Tp Triangle (Traffic, Trust, Task) and how it powers CPA success
- Write down your key mindset shifts needed for online income success
- Complete your Day 1 Assignment



# Section 7: Success Stories From People Who Attended This Workshop

