

# CPA MONEY WORK SHOP

DAY TWO WORKBOOK



# An Important and Heartfelt Letter from Praise

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**Dear Go-Getter,**

Let's not pretend — Day 2 is different.

You're no longer just *interested* in online income...

You're beginning to see how *real people* like you can land high-paying deals — not by begging or luck, but by understanding how value truly works.

I've lived this.

I know what it's like to want more, to *need* more — but not know where to start.

When I found CPA marketing, it wasn't a magic bullet.

But it was a clear system. A path. A way forward.

And today, that's what I'm handing you.

**Clients who value you.**

**Deals that respect your worth.**

**Systems that multiply your effort**

It starts with clarity — knowing who you are and what you offer.

It continues with positioning — showing up in a way that commands respect.

And it grows with confidence — the kind that comes from execution, not vibes.

This workbook isn't homework. It's a *mirror*.

To show you what you already carry — and sharpen it until it works for you.

So yes, rewatch the replay.

But more importantly: *do the work*.

Your future doesn't need luck. It needs **strategy, faith, and movement**.

I believe in what you're building. I believe in who you're becoming.

And I'm honored to walk this journey with you.

Let's rise — not by chance, but by system.

**With faith,**

**Praise Akinlami**

# **CPA Money Workshop – Workbook 2**

**Topic:** *\$1000+ High-Paying Deals and TRAFFIC*

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# Introduction

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Today we moved beyond theory into profit-building action.

You discovered:

- ✓ How to spot high-paying CPA offers (and avoid time-wasting gigs)
- ✓ The traffic formula that turns strangers into conversions
- ✓ Negotiation power moves to increase your earnings per lead

This workbook is your blueprint to:

- Lock in today's profit strategies with battle-tested templates
- Build your first (or next) income stream using our step-by-step guides
- Develop a winner's mindset through targeted reflection exercises

Key Truth: The difference between \$300 and \$3,000 months lives in the systems you'll build today.

"Execution separates spectators from earners. Let's build your machine."

Your Day 2 Toolkit Includes:

- High-Value Offer Scorecard
- Traffic Generation Blueprint
- Payout Negotiation Scripts
- Viral Hook Idea Bank

Pro Tip: The marketers who win review their workbook daily. Will you?

# 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 2 Workshop

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## How to Get High-Paying Deals (\$300 - \$1000)

### Types of CPA Deals:

- Revenue Share
- Hybrid Model
- Pure CPA
- Upfront Payment

### Types of Companies & Offers:

- Software companies
- Betting platforms
- Forex brokers (finance)
- Crypto companies
- Fintechs like OPay, PiggyVest, Cowrywise

### How to Negotiate Deals that Pay the Most:

- Choose a clear niche
- Understand offer requirements
- Choose strong traffic channels (organic + paid)
- Work with good companies (80% commission or more)
- Know your targets
- Never sound desperate. You bring value!

### Account Setup & My Personal Deals

- Walkthrough: How to apply (e.g., Iron FX demo)
- My top CPA deals
- Application template

- Bonus: Story of me in London with my partners

## Topic 2: How to Do Tasks & Get People to Your Deals

### Types of Tasks (from easy to high-paying):

- Email signups
- Filling a form
- App downloads
- **Deposits** (Highest paying)

### Traffic Methods (Even if You're Broke):

- Organic
- Paid
- Mixed
- AI + Organic (Best for starters)

## Dean's Method That Earned \$1,000+ (Twice) — For Free!

### Attracting the Right People

#### Ask:

- Who is your ideal audience?
- Where are they hanging out online?
- What can you offer them for free that they'll find valuable?

### Lead Magnets 101:

- A **lead** is someone interested in your offer.
- A **lead magnet** is something free and valuable you give them in exchange for their contact (email, phone, WhatsApp).

## Examples of Lead Magnets:

- Free eBook: “7 Ways to Make Money Online as a Beginner”
- Checklist: “CPA Launch Guide”
- WhatsApp class invite
- Free mini-course
- Script/template
- Quiz: “Which Online Business Fits You?”

## How to Create a Lead Magnet:

- Answer one common question in your niche
- Pick a format: PDF, Video, Class, etc.
- Upload to Google Drive
- Share the link **after collecting contact info**

## Your First CPA System (\$300+ Example)

### Intro to CPA Funnel:

- Attention
- Lead Magnet
- Build Trust
- Offer

### Real-Life Example:

- Risevest Funnel
- Forex CPA Deal (Dean’s Experience)

Pro Tip: If you want to hit \$1K+, build a **simple funnel with an evergreen lead magnet** and drive traffic every day.

## CPA Deal Application Template

Use this when applying for a CPA offer to increase your chances of getting accepted:

Hi [Company Name/Manager],

My name is [Your Name], and I run a fast-growing digital education/marketing brand focused on [your niche – e.g., finance, online income, education].

I've helped thousands of young Nigerians discover legit online income sources through content and online funnels.

I'm currently looking to partner with CPA networks/brands that align with my audience, and your offer caught my attention.

Here's a bit about my traffic sources:

- Platforms: WhatsApp, Facebook, Twitter, List Size: [Your follower count or group size] and Strategy: Organic funnel-based lead generation

I'd love to run this offer and drive high-quality traffic. Please let me know the next steps and if there are any special requirements.

Warm regards,

[Your Name]

## Simple CPA Funnel Setup (Organic Traffic Example)

### 1. Lead Magnet:

Create something valuable like:

- “Free WhatsApp Class: How to Make \$300+ Online”
- A checklist PDF: “CPA Marketing Kickstart Checklist”
- A short video: “My Journey to \$1,000 from CPA Without Ads”

### 2. Capture Leads:

Use WhatsApp groups, Twitter DMs, Facebook posts/status to collect names and contacts.

### 3. Nurture:

- Give value daily (tips, short videos, voice notes)
- Answer questions
- Share relatable results/testimonials

### 4. Make Offer:

- Direct them to your CPA deal link
- Give a simple CTA: “Click here to sign up, complete XYZ task, and get started!”

## Organic Traffic Strategy Guide (Dean’s \$1K System)

### ● Pick a High-Paying Deal

Target offers that require meaningful tasks (e.g., app download + deposit)

### ● Build Curiosity:

Post on WhatsApp status, Facebook and Twitter like:

*“I just made \$75 helping a friend open a financial account. Let me know if you want me to show you too. ”*

- **Use Proof or Personal Result:**  
Share small wins – even if it’s just “I got accepted into this company!”
- **Push to Private Chat:**  
“DM me if you’re serious.”  
“I’ll only show 10 people today – after that, no more!”
- **Follow Funnel:**  
Attention → Free Value (Lead Magnet) → Trust → Offer

## **Lead Magnet Creation Steps**

1. **Pick a common question your audience asks**  
e.g. “How can I make legit money online in Nigeria?”
2. **Answer it in a valuable way**
  - PDF, mini video, WhatsApp class, checklist, etc.
3. **Design and Upload**
  - Use Canva, Google Docs, or your phone
  - Upload to Google Drive, Getform, etc.
4. **Exchange for Contacts**
  - “Drop your email or WhatsApp and I’ll send it”

## Section 2: Day 2 Questions

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1. The difference between people who earn big in CPA and those who don't is the strength of their \_\_\_\_\_.
2. An irresistible offer is built around what your audience truly \_\_\_\_\_.
3. People don't buy products—they buy \_\_\_\_\_.
4. A feature tells you what something \_\_\_\_\_; a benefit shows you what it \_\_\_\_\_ for you.
5. To succeed in CPA, your offer must solve a real \_\_\_\_\_.
6. The 7 elements of a great offer include: Headline, Hook, Story, Offer Stack, \_\_\_\_\_, Scarcity, and \_\_\_\_\_.
7. When people “beg” to use your link, it means your offer is \_\_\_\_\_ and well-\_\_\_\_\_.
8. To get paid in CPA, you must have the right \_\_\_\_\_ method and payout \_\_\_\_\_.
9. The most flexible way to receive international payments in CPA is through a \_\_\_\_\_ wallet.
10. The CPR method stands for Copy, \_\_\_\_\_, \_\_\_\_\_.
11. One reason people still fail in CPA even with the right information is they build systems they can't \_\_\_\_\_.

12. The “law of working systems” says: You don’t rise by magic, you rise by \_\_\_\_\_.

## Section 3: Answers To Day 2 Questions

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1. systems
2. needs
3. solutions
4. does, does
5. problem
6. Guarantee, Urgency
7. magnetic, positioned
8. payment, options
9. crypto
10. Paste, Repeat
11. repeat
12. systems

## Section 4: Assignment For Day 2

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Apply what you learned:

1. As always, go through the training replay and watch it.
2. Apply for a CPA deal with any company of your choice, make sure the pay is high.
3. Create a simple sales funnel for yourself.
4. Open new social media accounts (WA, Twitter, Facebook for your marketing)
5. Post on your status : (I am a CPA money maker, I work with systems that make money)

## Section 5: Day 2 Checklist

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- Watch the full Day 2 training replay
- Understand the importance of clarity, positioning, and confidence in landing high-paying CPA deals
- Learn how to craft irresistible offers that attract clients
- Review and fill in the Day 2 workbook questions
- Identify the 7 key elements of a winning CPA offer
- Practice creating your own unique and magnetic offer
- Set up and verify your payment methods (bank, online wallets, crypto)
- Learn how to build rinse-and-repeat systems for consistent results
- Open new social media accounts or review existing ones for marketing purposes
- Complete the Day 2 assignment and prepare for Day 3



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

