



Cost Per Action Marketing: Start With Trust

A practical introduction to ethical leads, sign-ups, and sales

Learn the model, protect your audience, and build skills one clear step at a time.

SHAD EDDIE MONGRUE

Free preview edition · pages 1–2

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Why Trust Matters Now

Cost Per Action (CPA) marketing connects promotion to a specific action, such as a lead, sign-up, or sale. You need to know what you're asking people to do—and how their information will be handled.

- ◆ CPA ties promotion to a defined action, such as a lead, sign-up, or sale.
- ◆ CAN-SPAM covers commercial email, including business-to-business messages and promotion for commercial websites¹.
- ◆ Commercial email needs an opt-out method, and businesses must honor requests within 10 business days¹.
- ◆ Each separate violating email may face a penalty of up to \$53,088¹.

Clear marketing does not mean timid marketing. It means people can see what you offer, what action you're asking them to take, and what happens to their information. The FTC enforces laws against deceptive and unfair business practices², while its mission also protects legitimate business activity². This book is educational, not legal advice. Next, you'll make a quick offer check.

INSIDE THIS BOOK

Start with a quick exercise, learn the core ideas, and follow a practical starter plan. Then explore how honest practices build trust and where to go next for deeper guides to networks, funnels, and tracking.

02

Make Your First Offer Check

Your first useful step does not require a campaign or a website. Take a few minutes today to write a plain-language offer check and see how clear your promotion is.

- ◆ Choose a product or service you understand, or use a familiar example instead of guessing about an unfamiliar offer.
- ◆ Write the exact action a person would take, such as requesting information, signing up, or buying.
- ◆ Explain in one sentence what the person gets and in another what information you would collect.
- ◆ Read both sentences as a customer and mark anything vague, surprising, or difficult to understand.
- ◆ Write down one question to answer before promotion, such as who receives the information.

Keep your notes. They help separate what you know from what you still need to check. If you cannot explain the offer plainly, pause and learn more before promoting it. Clear expectations give a customer a better chance to understand the choice in front of them. Next, you'll learn the basic parts of CPA marketing.

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You've read the free pages. Here's what the rest of this book covers:

- 3 The Moving Parts
- 4 Build Your Seven-Day Foundation
- 5 Learn Skills, Avoid Traps
- 6 What You Carry Forward

BY THE END OF THIS SHELF, YOU WILL

- ◆ Understand how CPA links promotion to a defined action.
- ◆ Recognize why clear claims and informed consent matter.
- ◆ Practice evaluating offers and lead-handling partners.
- ◆ Build practical writing, research, and marketing skills.
- ◆ Explore CPA networks, compliant funnels, and tracking next.

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Sources for the free pages

Every statistic in this book is numbered and links to the page it came from. Each one was checked word for word against its source in October 2026. Figures can change as sources update. This book is for education and is not personal financial, legal, medical or professional advice.

- 1 **Federal Trade Commission**, CAN-SPAM Act: A Compliance Guide for Business (August 2023). <https://www.ftc.gov/business-guidance/resources/can-spam-act-compliance-guide-business>
- 2 **Federal Trade Commission**, Business Guidance | Federal Trade Commission. <https://www.ftc.gov/business-guidance/can-spam-act-compliance-guide>