

From trader to Introducing Broker

A practical, no-hype guide for traders who want to turn their experience and network into an IB business: the rules, the commission models, choosing a broker and your first 90 days.

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Who it's for

Traders with an audience, a community or a network who want to become an Introducing Broker.

What you'll get

Checklists, comparison tables, a worksheet and a 90-day plan you can follow step by step.

What it isn't

A get-rich scheme. It's an honest look at the work, the rules and the risks.

CHAPTER 01

From trader to IB: what changes

As a trader, you're responsible for your own account. As an Introducing Broker, you're responsible for other people's experience. That shift is the whole job.

What an introducing broker is

An **introducing broker (IB)** refers clients to a broker and is paid by that broker, without holding the clients' money or executing their trades. Clients open accounts directly with the broker through your link or code. The broker holds the funds and executes the trades; you provide the introduction, education and support.

What you do

- Find people who want to trade and are a good fit
- Teach, support and answer questions
- Help them choose a suitable, regulated broker
- Keep them engaged with honest content

What you never do

- Hold or receive client money
- Trade on someone's account without permission and authorisation
- Promise profits or "guaranteed" returns
- Hide that you earn commission

Your trading experience is an asset

You already understand platforms, spreads, leverage, margin calls and the emotions of trading. That makes you credible and useful to newer traders, and it helps you judge which brokers treat clients well. But being a good trader and being a good IB are different skills: the IB side is about **trust, teaching and consistency**.

The mindset shift

As a trader you think about...	As an IB you also think about...
My entries, exits and risk	Whether my clients understand risk
My broker's spreads and execution	My clients' onboarding, deposits and withdrawals
My P&L	Client retention, satisfaction and my reputation
Market news	Marketing rules, disclosures and the broker agreement

Reality check: IB income comes from clients who stay and keep trading. Clients who lose their deposit in a week leave, and tell others. The IBs who last are the ones who put client education and honesty first.

CHAPTER 02

Rules first: licences and marketing

Before your first post, find out which rules apply to you, and to the people you plan to reach. One registration never covers every country.

Do you need a licence?

Where	What usually applies
United States	Futures and retail forex IBs must register with the CFTC and join the NFA; salespeople pass proficiency exams (Series 3, plus Series 34 for forex). CFDs can't be offered to US retail clients.
United Kingdom	Introducing can be a regulated activity; many IBs act as an appointed representative of an FCA-authorized firm.
European Union	You may need to act as a tied agent of an investment firm under MiFID II, or follow national rules.
Australia	IBs often work as authorised representatives of an AFS licensee.
UAE	Introduction activities can fall under SCA rules onshore or DFSA rules in the DIFC.
India	Residents may trade forex only in permitted pairs on recognised exchanges. Don't refer Indian residents to overseas forex/CFD platforms; the RBI publishes an Alert List of unauthorised ones.

Ask each broker which arrangement it uses for IBs in your country, and when in doubt ask a local lawyer.

Marketing rules that apply almost everywhere

- ☐ Include the broker's current **risk warning** (in the UK and EU, it states the percentage of retail accounts that lose money).
- ☐ **Disclose** that you earn commission if people open an account.
- ☐ No income promises, "risk-free" or "guaranteed" claims, and no edited screenshots.
- ☐ No deposit bonuses to retail clients where they're banned (for example the EU and UK).
- ☐ Only market to countries the broker accepts, and never bid on the broker's brand in search ads unless allowed.
- ☐ Educate rather than advise: telling someone what to trade or how much to invest can be regulated advice.

Why this matters: brokers end partnerships over marketing breaches, and regulators in several countries have taken action against unauthorised "finfluencers". Your income is only as safe as your compliance.

CHAPTER 03

Find your niche and audience

"Forex for everyone" is almost impossible to stand out in. A specific audience is easier to reach, easier to serve and more valuable to brokers.

Common IB models

Model	Who it suits	Typical fit
Educator / academy	Traders who like teaching	Revenue share or rebates
Community owner	Telegram, WhatsApp or Discord groups	Rebates
Content creator	YouTube, Instagram, TikTok	CPA or hybrid
Analysis / signals	Experienced analysts (check signal rules locally)	Rebates
Local networker	One city, language or community	Rebates or revenue share

Pick a niche you can own

- **By language or country:** e.g. Arabic-speaking traders in the Gulf, Spanish speakers in Latin America.
- **By style:** swing trading, gold, indices, part-time traders.
- **By stage:** complete beginners learning the basics, or experienced traders who want better conditions.

Your audience worksheet

Answer each in one line. Brokers will ask you the same questions, and the answers decide your commission model, broker and content plan.

Who exactly do I serve?

Which countries are they in, and can brokers accept them?

What do they struggle with, and how will I help?

Where do they spend time online?

How do they trade: how often, which instruments?

CHAPTER 04

How IBs are paid

Every IB program uses one of four models, or a mix. The same clients can pay very differently depending on the model and its small print.

Model	How it works	Best for	Key question to ask
CPA	One-off payment per client who meets qualification rules (deposit, lots, time window)	Large audiences of newer traders	What exactly qualifies a client, and when can it be clawed back?
Rebate	Fixed amount per lot your clients trade, for as long as they trade	Active traders, communities	Per side or round turn? Which instruments?
Revenue share	Percentage of the broker's revenue from your clients	Loyal, long-term clients	Gross or net revenue? Do negative months carry forward?
Hybrid	A mix, e.g. smaller CPA plus a rebate	Mixed audiences	How do the parts interact?

How the maths works (illustrations only)

Rebate

6 active clients × 10 lots a month × \$8 per lot = **\$480 that month**. Next month depends on who is still trading.

CPA

20 people sign up, 10 deposit, 6 meet the lot requirement in time. At \$300 CPA you're paid for 6: **\$1,800, once**.

These are made-up numbers to show how each model is calculated. They are not typical earnings or offers from any broker. Many referrals never become active traders.

Watch the small print

- **Per side vs round turn:** a \$5 per side rebate pays \$10 for a full trade; \$5 round turn pays \$5.
- **Instrument rates:** gold, indices and crypto often pay differently from major forex pairs.
- **Minimum trade duration:** very short trades may not earn rebates.
- **Tiers:** does a higher rate apply to all lots, or only those above a threshold?
- **Clawbacks:** when can paid commission be taken back?

CHAPTER 05

Choose a broker and negotiate

Your clients will judge you by the broker you recommend. Choose one you would trade with yourself.

10-point broker checklist

- ☐ **Licence** confirmed on the regulator's own register, for the entity your clients will join.
- ☐ Accepts clients from **your audience's countries**.
- ☐ A **clear rate table** at your expected volume, not just "up to" figures.
- ☐ Written **qualification rules** and time windows.
- ☐ **Payout** schedule, methods and minimums you're happy with.
- ☐ A **partner portal** with client-level reports.
- ☐ Smooth **deposits and withdrawals**: test them yourself.
- ☐ Support in your clients' **language**.
- ☐ A **partner manager**, marketing material and training.
- ☐ Good **reputation** with other IBs: do they pay on time?

Before you sign: 8 clauses to read

Clause	What to look for
Contracting entity	Matches the licensed entity you checked
Commission definition	Instruments, account types, gross vs net
Changes to terms	Written notice (e.g. 30 days), not "at sole discretion"
Clawbacks	Limited and clearly defined
Termination	Notice period; do you keep earning from existing clients?
Exclusivity	Limited in time and scope, if any
Marketing rules	Approvals, banned countries, brand bidding
Governing law	Where a dispute would be heard

Negotiation tip: brokers value retention as much as volume. Bring evidence (audience size, engagement, how active your clients are) and ask for a better tier or a hybrid deal. Get every promise in writing.

CHAPTER 06

Your first 90 days

A simple plan to go from "I want to be an IB" to your first supported clients, with no shortcuts that put you at risk.

Days 1–30: set up properly

- 1 Confirm the rules for your country and your audience's countries.
- 2 Shortlist 2–3 brokers using the checklist; open an account, deposit, trade and withdraw with your top choice.
- 3 Agree terms in writing; set up and test your tracking link or IB code.
- 4 Write a short "how to open your account" guide with screenshots.

Days 31–60: teach and build trust

- 1 Publish 2–3 educational posts a week: leverage, position sizing, risk management, platform tips.
- 2 Start a small community and host a live Q&A; disclose your commission.
- 3 Personally help your first sign-ups through verification and their first deposit.

Days 61–90: support and improve

- 1 Check in with every client after their first week and month.
- 2 Track which content brings questions and sign-ups; do more of it.
- 3 Review your partner report and check your first payout against your agreement.

Content formats compared

Format	Strength	Watch out for
YouTube tutorials	Long-lasting, searchable	Risk warning in the video itself
Short video	Reach	Easy to slip into hype
Telegram / Discord	Community and support	Signal and advice rules
Blog / newsletter	Trust and search traffic	Slow to build

CHAPTER 07

Grow, keep clients and avoid mistakes

What helps you grow

- Consistency: a predictable weekly content rhythm
- Retention: education and quick answers after sign-up
- A second broker for regions or client types the first can't serve
- Reviewing your terms every few months with data
- Referrals from happy clients

Mistakes that end IB careers

- Income promises and fake screenshots
- Choosing a broker only for the highest rate
- Ignoring marketing rules and risk warnings
- Spamming groups and DMs
- Bonus-chasing clients who leave immediately
- Not reading the agreement

Your launch checklist

- ☐ I know the rules for my country and my audience's countries
- ☐ I've chosen a niche and written my audience worksheet
- ☐ I understand CPA, rebates and revenue share, and which suits my audience
- ☐ My broker passed the 10-point checklist and I've tested it myself
- ☐ My agreement is in writing and I've read the key clauses
- ☐ Every post carries a risk warning and a commission disclosure
- ☐ I have a 90-day content and support plan

Next step: compare IB programs on IB2broker

IB2broker is a free marketplace for Introducing Brokers. Compare CPA, rebate, revenue share and hybrid programs from licence-checked brokers side by side, read reviews from IBs who actually partnered and apply in one tap. Your contact details stay private until a broker you applied to unlocks your profile.

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