



Navigating the **IB Landscape**

Your All-in-One Guide to
Launching, Growing, and
Enhancing Your Introducing
Business

quicktrade.world



TABLE OF CONTENTS

INTRODUCTION

PAGE 03 >>

WHAT IS AN
INTRODUCING
BROKER?

PAGE 04 >>

WHAT IS THE
ROLE OF AN
INTRODUCING
BROKER

PAGE 05 >>

WHO IS ELIGIBLE
TO BECOME AN
INTRODUCING
BROKER

PAGE 06 >>

COMMUNICATION
CHANNELS
AVAILABLE TO
INTRODUCING
BROKERS

PAGE 07 >>

THE ADVANTAGES
OF SOCIAL MEDIA
FOR INTRODUCING
BROKERS

PAGE 08 >>

WHO IS AN IB'S
IDEAL CLIENT

PAGE 09 >>

HOW TO TURN A
CURIOUS CLIENT
INTO A SERIOUS,
ACTIVE CLIENT

PAGE 10 >>

HOW TO RETAIN
ACTIVE CLIENTS

PAGE 11 >>

DEVELOPING A
BUSINESS PLAN
FOR THE IB
BUSINESS

PAGE 12 >>

NEW
OPPORTUNITIES
FOR INTRODUCING
BROKERS

PAGE 13 >>

GUIDELINES FOR
ACHIEVING
SUCCESS AS AN
INTRODUCING
BROKER

PAGE 14 >>

MEETING CLIENT
NEEDS

PAGE 15 >>

THE BENEFITS OF
PARTNERING
WITH A
TRUSTED BROKER

PAGE 16 >>

BRIEF OVERVIEW OF
QUICKTRADE.WORLD

PAGE 17 >>

QUICKTRADE
TRADING
CONDITIONS

PAGE 18 >>

HOW TO BECOME
A QUICKTRADE IB

PAGE 19 >>

EDUCATION

PAGE 20 >>

GUIDELINES FOR
ACHIEVING
SUCCESS AS AN
INTRODUCING
BROKER

PAGE 21 >>

CONTACT US

PAGE 22 >>



INTRODUCTION

The realm of Introducing Broking presents an exhilarating and fresh landscape, offering rewards to traders of all skill levels. Functioning as an Introducing Broker can serve as an excellent avenue to complement your trading endeavours, and it can even flourish as a fully independent enterprise.

In this eBook we present a comprehensive perspective of the IB universe, starting from its foundational elements. Our aim is to provide you with a clear grasp of this dynamic role, its mechanics, and the advantageous outcomes of your involvement.

As always, we value your feedback and appreciate any feedback or questions you may have regarding the information provided.



WHAT IS AN INTRODUCING BROKER?

The advent of online trading has ushered in a world of possibilities for a market segment that was previously nonexistent. Retail traders can now capitalise on fluctuations in the currency markets, mirroring the strategies employed by investment banks and other prominent institutions. With the expansion of retail trading in recent times, a new avenue of potential has emerged: that of Introducing Brokers, commonly referred to as IBs.

Introducing Brokers initially found their roots in the commodities futures market; however, their popularity has surged in the spot forex market, driven by a remarkable surge in trading volume over recent years. While many individuals informally engage in these activities – such as recommending brokers to friends based on positive experiences – it is also viable to formalise such partnerships by entering official agreements with brokers and adopting the role of an Introducing Broker. This involves referring individuals in an official capacity.

Concurrently, as the retail forex sector has undergone exponential growth, a parallel subset of the industry has flourished, focusing on forex education, analysis, and signal services. Accomplished traders can impart their market insights and offer online instruction, with some even opting to share their trading activities for followers to emulate. Traditionally, these traders promoted their services through personal websites and relied on word of mouth and social media to attract new followers.

However, the emergence of the Introducing Broker industry has significantly expanded the horizons for traders seeking to provide their services. They are now able collaborate with reputable brokers, gaining access to a wider clientele and enhanced resources.

“

In essence, Introducing Brokers act as referring agents to brokers, **facilitating the introduction of new clients.**

”



WHAT PRECISELY IS THE ROLE OF INTRODUCING BROKERS, AND HOW DO THEY GENERATE INCOME?

As previously explained, Introducing Brokers earn their income by referring individuals to the brokerage firms they are affiliated with. However, while this process appears straightforward, it's important to keep in mind that Introducing Brokers are only paid for the clients who transition into active participants.

To illustrate, let's consider a scenario where an IB recommends five acquaintances to a broker, yet only three of them proceed to create accounts and fund them. In this case, the IB would receive compensation for the three referrals who became active clients.

You might now be curious about how Introducing Brokers generate earnings from their active clients.

Essentially, an agreement between the Introducing Broker and the broker specifies a predetermined commission. This commission is paid to the IB based on the trading volume generated by their referred clients.

Whenever an IB refers an active client, that client will establish an account and commence trading. The active client will initiate trades with a specified volume, such as one lot. As the referred active client engages in trading activities, the brokerage will compensate the IB according to the trading volume generated by the active client. Larger trading volumes result in higher commissions for the introducing broker.

Typically, Introducing Brokers receive a specific commission for each lot **traded by the clients they have referred.**



WHO IS ELIGIBLE TO BECOME AN INTRODUCING BROKER?

The exciting news is that becoming an Introducing Broker is accessible to everyone. Regardless of your level of experience in the finance industry, with the right support, resources, and tools at your disposal, even individuals with limited or no prior experience can achieve success.

In the initial stages, the most prosperous Introducing Brokers tend to be active and seasoned traders. Traders who possess the ability to analyse the markets effectively and present their insights in compelling ways often discover that they can leverage their expertise to attract a greater number of referrals.

Numerous accomplished retail traders have successfully transformed their roles as Introducing Brokers into robust businesses. They offer their analytical services exclusively to clients of their affiliated brokerage firms, establishing solid and thriving ventures.

HOW DO IB'S GET CLIENTS?

Introducing Brokers in their early growth stages often start by referring clients they personally know. When individuals receive a recommendation from someone they have a personal connection with, they are more inclined to register with a broker. This personal connection also facilitates easier information seeking and advice seeking.

While this method boasts a higher success rate owing to the trust established through personal referrals, there's a limit to the number of clients an IB can refer using this approach.

However, not all Introducing Brokers operate on such a small scale. Many retail traders have adopted the role of Introducing Brokers to supplement their trading earnings. Leveraging the Internet, these brokers can advertise their services to a broader audience, resulting in increased referrals, active clients, and ultimately, commission payments.

SOCIAL MEDIA IS NOW AN ESSENTIAL TOOL FOR INTRODUCING BROKERS, EXPANDING THEIR REACH TO ATTRACT A DIVERSE ARRAY OF POTENTIAL CLIENTS. WE WILL EXPLORE THE VARIOUS WAYS TO ATTRACT CLIENTS SHORTLY.



COMMUNICATION CHANNELS AVAILABLE TO INTRODUCING BROKERS

1

The online space is very popular, as the Internet offers a boundless array of communication channels. With the creation of a website or landing page, IBs can provide content relevant to trading, including tips, strategies and trading-related information. By doing so, IBs may attract potential clients and build a mailing list to which they can market their services.

2

Social media serves as a potent tool for reaching potential clients effectively. In addition to eye-catching groups and pages on social media platforms, tools such as WhatsApp, Telegram, and WeChat prove influential in attracting potential clients.

3

A foundational pillar of the IB business has been the presence of numerous popular trading forums. Engaging with fellow traders and showcasing a strong grasp of market knowledge greatly contributes to building a strong reputation. Many novice traders glean insights from forum discussions, and IBs have consistently acquired referrals through these platforms.

Furthermore, the majority of Introducing Brokers leverage social media to interact with clients, promote their services, and expand their client base. Among the communication channels utilised, email, Facebook, Twitter, and more recently, Instagram and TikTok, play a significant role in facilitating communication.



COMMUNICATION CHANNELS AVAILABLE TO INTRODUCING BROKERS: *THE ADVANTAGES OF SOCIAL MEDIA*

The continuous and seemingly boundless surge in the popularity of social media has unveiled an extensive realm of possibilities for Introducing Brokers. Advertising their services and acquiring clients has never been more accessible. In previous times, IBs relied on their websites and the gradual method of constructing email lists (or investing in lists, which can prove costly) to establish a firm client foundation.

Nonetheless, social media has transformed the way content can be shared. For IBs, this content is fundamentally what drives their ability to attract clients.

The primary advantage of social media lies in the effortless sharing of content and the ability to engage new audiences.

Platforms such as Twitter, Facebook, and Instagram allow posts to be reshared by any user, presenting Introducing Brokers with an opportunity to **enhance their online presence and reach a significantly larger pool of potential clients**. This translates to a broader reach and increased visibility.

To illustrate, consider that you frequently share your technical analyses on Instagram to attract referrals, but you desire greater visibility. In this scenario, you can execute a focused ad campaign directed at males, aged 20–50, residing in the UK, and with an interest in finance and trading.

The possibilities unlocked by this precise advertising approach underscore the significance of social media as an indispensable tool for IBs. Additionally, you retain the ability to oversee your budget, ensuring that the income generated justifies your expenses, and make necessary adjustments accordingly.

IBS CAN TRANSITION TO PAID SOCIAL MEDIA ONCE THEY ARE ESTABLISHED SOCIAL MEDIA USERS



WHO IS AN IB'S IDEAL CLIENT?

While every generated client holds value for IBs, certain clients offer greater benefits than others. Among these, advanced traders stand out. Focusing on converting advanced traders into active clients can yield more substantial rewards compared to attracting newer or less experienced traders.

WHY DO ADVANCED TRADERS MAKE THE BEST CLIENTS?

Advanced trader refers to someone who has actively participated in the market for a year or longer. Generally, these traders have undergone the cycle of experiencing losses, adapting their strategies, and refining their skills. With higher capital levels and a more consistent approach to trading, advanced traders offer the potential for longer-lasting partnerships compared to newer traders.

Novice traders often begin with smaller deposits and can encounter frustration from inevitable losses during their learning journey. Furthermore, advanced traders typically possess a more robust network of contacts, primarily other advanced traders. Consequently, converting advanced traders into clients can pave the way for a more substantial pool of potential clients to engage with, ultimately fostering more lucrative and enduring relationships.

Social media is now an essential tool for introducing brokers, expanding their reach to attract a diverse array of potential clients. We will explore the various ways to attract clients shortly.



HOW TO TURN A CURIOUS CLIENT INTO A SERIOUS, ACTIVE CLIENT?

Until now, we have discussed the role of an IB and the methods they employ to attract attention. However, as previously highlighted, IBs receive compensation solely for the traders they successfully convert into active clients under their affiliated broker. The question then is, "How does an IB effectively translate general interest into a revenue-generating client?"

The approach by most IBs involves promoting FREE, valuable content online. This content could include a weekly general market overview to a handful of distinct trade concepts accessible to all. They will then market to interested traders offering them the free content should they become active clients under their broker and in so doing receive further resources. In selecting materials for potential clients, crucial considerations encompass the calibre, quantity, and distinctiveness of the content.

To illustrate, consider an IB whose freely accessible public content encompasses a market overview early in the week, presenting a comprehensive market outlook and spotlighting a handful of trade concepts. Additionally, each day the IB might release a single chart outlining basic analysis or an area of interest.

The IB might also extend an invitation to an interactive one-hour webinar at the beginning of each week, exclusively for active clients, featuring specific trade concepts. Subsequently, clients receive daily notifications about distinct trade ideas and gain entry to a chat room for market discussions with the IB.

Presenting such value-added services stands as an excellent strategy for converting the curious into more serious, active clients.



HOW TO RETAIN ACTIVE CLIENTS

It's crucial to keep in mind that your efforts don't conclude once you've successfully transformed interested individuals into active clients. Remember, your compensation as an IB is tied to each lot traded by an active client. Therefore, after successfully converting a client who has funded their account and initiated trading, it's highly advantageous for the IB to ensure their sustained trading activity. This aligns with our earlier discussion about advanced traders often being more enduring active clients due to their extended trading tenure. Nonetheless, the IB also plays a role in sustaining client activity.

Providing valuable and practical trading analysis serves as a powerful method to bolster active clients and encourage ongoing trading.

Numerous traders find value in education and guidance, ranging from regular trade concepts on a weekly and daily basis to more interactive forms of instruction such as video calls and webinars. Furnishing traders with consistent support remains the most effective approach to maintaining engaged and active clients.

An excellent strategy to sustain client activity is by progressively enhancing the level of service over time. This might encompass an expanded schedule of webinar sessions or trade concepts, or even personalised one-on-one interactions. It's important to note that clients are more likely to remain engaged if they perceive ongoing value in accessing your services. For this reason, IBs should ensure putting out steady and quality material while emphasising impeccable customer service to nurture strong and professional client relationships.

RETENTION PLANNING

The concluding segment of the business plan should outline your strategies for upholding the engagement of active clients. After a client has registered with the broker, it becomes imperative for IBs to sustain an unwavering standard of content delivery and customer service, thereby ensuring client satisfaction and continued trading activity.

Mediocre IBs may emphasize frequent trade ideas without considering the eventual outcomes, solely focusing on earning commissions from trades until the trader eventually closes their account. Conversely, prioritising the provision of consistent, premium-quality material that genuinely benefits each trader presents a far superior business approach, prolonging client activity substantially.

OUTSTANDING RETENTION SKILLS?
[CLICK HERE TO OPEN AN IB ACCOUNT](#)



DEVELOPING A BUSINESS PLAN FOR THE IB BUSINESS

A successful Introducing Broker has the potential to achieve a substantial income. However, for any trader aspiring to excel, organisational skills are essential. Just like any other business, developing a business plan is vital. This plan should intricately outline your business's growth trajectory, commencing from the initial day of becoming an IB and extending to the attainment of specific objectives, such as reaching targeted commission payments each month and collaborating with a designated number of active clients.

WHEN FORMULATING YOUR BUSINESS PLAN, CONSIDER THESE KEY COMPONENTS:

- **Creating awareness and sparking curiosity.**
- **Transforming curiosity into engaged clients.**
- **Sustaining the engagement of active clients.**

When promoting awareness and creating interest, it's crucial to emphasise the creation of a professional website, along with several social media accounts. These platforms serve as avenues to connect with diverse audiences. Your public websites and profiles should clearly state your services and the benefits these provide to clients, while incorporating links to your designated brokerage.

When it comes to sparking interest, you must contemplate the content you intend to provide as an enticement for potential clients. You should also consider the frequency of content posting and interaction with potential clients. It's essential to ensure your ability to effectively manage these aspects and keep them relevant.

Once you've established your various communication channels and devised a content strategy to generate interest, the next important step involves devising a plan to convert this interest into active clients.

This demands dedicating time to develop effective approaches, such as delivering premium content, heightened engagement, and elevated service levels to facilitate the transformation of interested and curious individuals into serious, active clients.

Creating **user profiles** could also prove advantageous in this process. These profiles outline the fundamental traits of the types of traders you aim to attract, like trading strategy preferences or experience levels. By doing so, you can tailor your content to resonate with specific trader types, thereby attracting them to your platform.



NEW OPPORTUNITIES FOR INTRODUCING BROKERS

As the retail market continues its expansion and technological advancements unfold, Introducing Brokers are presented with growth opportunities. While traditionally confined to providing analysis, trading signals, and education, modern IBs offer more streamlined trading services. The surge in Expert Advisors (EA) and trading algorithms has enabled many IBs to extend automatic trading execution services through their affiliated brokers.

For instance, consider an IB developing a consistently profitable EA that grants access. Rather than traders paying to acquire and install the EA on the MT4 platform, they can open an account with the IB's broker to utilise the EA. Consequently, the IB earns a commission for each lot traded by EA users, thereby unlocking a fresh market avenue.

While some individuals possess the time and eagerness to learn trading, seeking regular analysis and education, others primarily aim to generate profits. For these traders, access to an automated program emerges as a more alluring option



GUIDELINES FOR ACHIEVING SUCCESS AS AN INTRODUCING BROKER

DO'S

- Provide valuable information and cater to your client's needs.
- Proactively reach out to engage with a broader pool of potential clients.
- Be discerning. Tailor content and services to resonate with your targeted audience.
- Foster lasting relationships. Cultivate trust through consistent follow-ups and reliability.
- Localise your approach. Offer content in the appropriate language and provide resources relevant to your targeted locations.
- Focus on closing deals. Strive to convert potential clients into active ones.
- Maintain consistency. Whether using forums, Facebook, or other social media channels, ensure regular and up-to-date participation.
- Collaborate with a reputable broker. Partnering with a strong broker is paramount for long-term success.

DON'TS

- Rush into direct sales. Invest time in understanding your client's desires and requirements.
- Resort to aggression in your approach.
- Make sweeping promises or performance guarantees. Traders should be aware and have realistic expectations.
- Engage in misleading or vague communication. Honesty and clarity are crucial for traders making investments.
- Engage in slander or negative remarks about competitors, including brokers and other IBs.
- Collaborate with subpar brokers. Establishing lasting relationships hinges on the quality of service provided by your broker.



MEETING CLIENT NEEDS

WHEN BUILDING AND SUSTAINING YOUR IDENTITY AS A THRIVING IB, YOUR FOREMOST FOCUS SHOULD REVOLVE AROUND MEETING YOUR CLIENTS' SPECIFIC NEEDS. THIS ENTAILS ENSURING YOUR CAPABILITY TO PROVIDE THE FOLLOWING:



CASH BACK SERVICE



SOCIAL TRADING



POSITIVE REVIEWS,
RATINGS, AND
COMPARISONS



ACTIVE
ENGAGEMENT ON
FORUMS AND
COMMUNITIES



COMPREHENSIVE
EDUCATION
(BOTH ONLINE AND
OFFLINE)



IN-DEPTH MARKET
ANALYSES



ACCESS TO OR
RECOMMENDATIONS
FOR NEWS SITES
AND CHANNELS



SIGNAL SHARING



EXPERT ADVISOR
SHARING



THE BENEFITS OF PARTNERING WITH A TRUSTED BROKER

**STREAMLINED
CLIENT
CONVERSION AND
RETENTION
EFFORTS**

1

**LICENSED AND
REPUTABLE
STANDING**

2

**IB IS EXPOSED TO
REFERRED
CLIENTS**

3

**EFFORTLESS
PROMOTION OF
HIGH-QUALITY
PRODUCTS**

4

**LEVERAGING THE
WORD-OF-MOUTH
EFFECT**

5

**ACCESS TO
COMPREHENSIVE
MARKETING AND
SUPPORT
RESOURCES**

6

As an IB, ultimately you are only as good as the broker you work with. Regardless of whether your trading analysis and signals deliver positive results or whether your customer service is attentive and considerate, any trader who suffers poor service from your affiliated broker may ultimately opt to close their account. Moreover, if dissatisfied traders share their negative experiences with others, your reputation can be negatively impacted.

By exclusively partnering with a reputable broker, your prospect of successfully converting interested individuals into active clients significantly improve. This practice also enhances your ability to retain those active clients throughout their trading journey. Opting for a broker renowned for its solid reputation, transparent regulatory credentials, and positive reviews serves as a catalyst, enticing traders to avail your services and contributing to the seamless operation of your business.





Navigating the IB Landscape

OPEN AN ACCOUNT TODAY

A BRIEF OVERVIEW OF QUICKTRADE.WORLD

Benefit from QuickTrade's well-established track record as a retail broker servicing over 90 000 clients and a reputation of consistent performance.

QuickTrade.World holds an esteemed position as a trusted leader and trailblazer in the market.

QuickTrade.World proudly boasts its standing as a highly respected Internet Trading Services Provider.



Trading with CFDs can involve losses that exceed the initial investment



QUICKTRADE TRADING CONDITIONS

LOW TRADING COMMISSIONS

- Units per lot per round trip
- Spread and commission accounts
- No minimum deposit on accounts
- No minimum price movements required
- Segregated funds
- Safety of funds
- MT5 trading platform
- 48-hour deposits and withdrawals

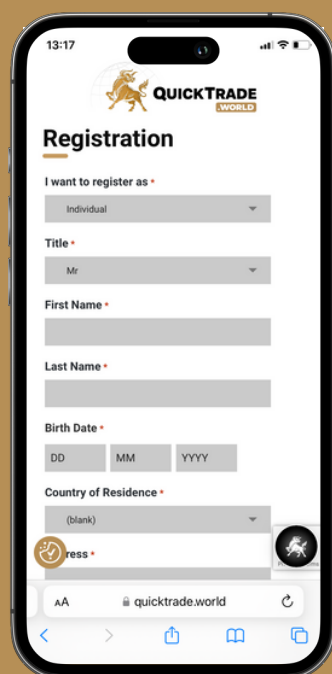
CUSTOM PROMOTIONS

- Marketing assistance and advice on marketing practices
- Sponsorship of events
- Provision of merchandise

ALONGSIDE THESE OPERATIONAL CONDITIONS, QUICKTRADE WORKS TO MAINTAIN LONG-TERM RELATIONSHIPS WITH THEIR PARTNERS.



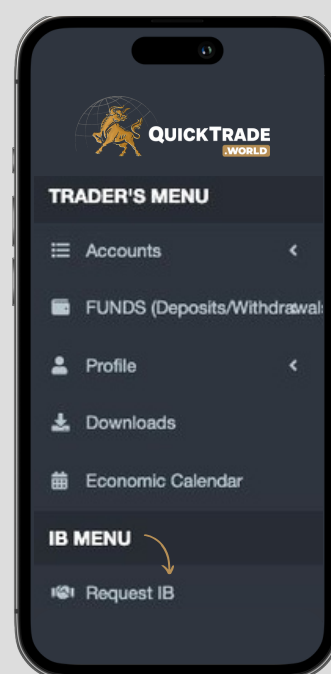
HOW TO BECOME A QUICKTRADE.WORLD IB



STEP 1

REGISTER AN ACCOUNT

FILL IN THE REQUESTED FIELDS REGARDING YOUR PERSONAL INFORMATION AND TRADING EXPERTISE TO COMPLETE THE REGISTRATION.

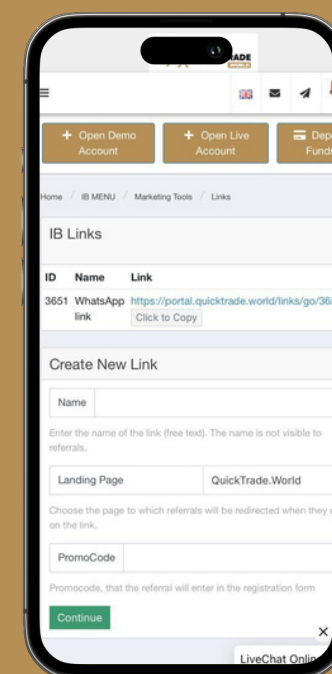


STEP 2

APPLY TO BECOME AN IB & INVITE TRADERS

ONCE YOUR TRADING ACCOUNT IS VERIFIED AND APPROVED, APPLY TO BECOME AN IB.

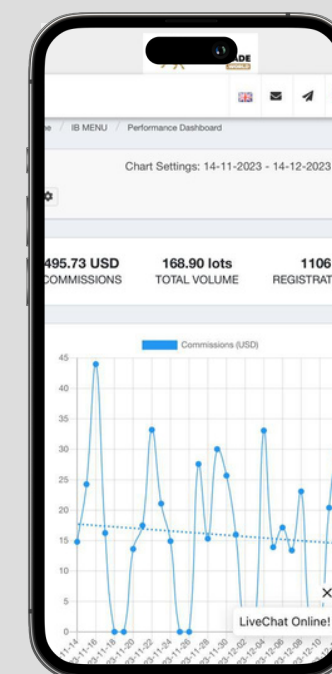
- CLICK THE VIDEO TO VIEW THE STEPS. ([HTTPS://BIT.LY/HOWTOIB](https://bit.ly/howtoib))



STEP 3

YOUR UNIQUE IB LINK

ONCE YOUR APPLICATION IS APPROVED, ACCESS YOUR UNIQUE IB LINK
VIEW THE VIDEO TO SEE WHERE AND HOW TO USE IT. ([HTTPS://BIT.LY/IBLINK](https://bit.ly/iblink))



STEP 4

RECEIVE IB COMS

BY REFERRING TRADERS USING YOUR IB LINK
REFER TO THE FEE SCHEDULE TO SEE YOUR
YOUR EARNING POTENTIAL FEE SCHEDULE: ([HTTPS://BIT.LY/QTFEESCHEDULE](https://bit.ly/qtfeeschedule))

CONTACT US VIA LIVECHAT



EDUCATION



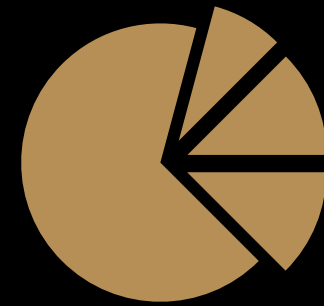
WORKSHOPS

1



VIDEO
TUTORIALS

2



INFOGRAPHICS

3



EDUCATIONAL
ARTICLES

4



EVENTS

5



BLOGS

6



FAQS

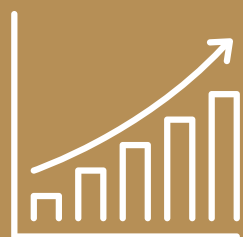
7



GUIDELINES FOR ACHIEVING SUCCESS AS AN INTRODUCING BROKER

LIVE ACCOUNT

TOP FEATURES



COMPETITIVE EDGE

TAKE ADVANTAGE OF COMPETITIVE SPREADS AND COMMISSIONS.



THE ULTIMATE MT5

ADVANCED TECHNICAL ANALYSIS, 50% INDICATORS, CUSTOMISABLE CHARTING.



MULTITUDE OF INSTRUMENTS

DIVERSIFY YOUR PORTFOLIO. ACCESS CFDS, FOREX, COMMODITIES, INDICES AND US STOCKS.

[CREATE ACCOUNT](#)

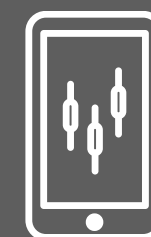
DEMO ACCOUNT

TOP FEATURES



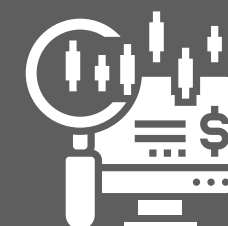
REAL MARKET CONDITIONS

PRACTICE TRADING IN REAL TIME, TEST YOUR STRATEGIES AND TRADE SKILLS IN



USE OF THE MT5 TRADING PLATFORM

ENHANCE YOUR TRADING SKILLS BY EXPLORING THE PLATFORM WHILE TRADING RISK FREE.



TOP INSTRUMENTS

PRACTICE TRADING WITH KEY INSTRUMENTS – FOREX, INDICES AND COMMODITIES TO TEST YOUR SKILLS.

[DEMO ACCOUNT](#)

OPEN AN ACCOUNT TODAY

CONTACT US

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iTowers, CBD, Gaborone, Republic of Botswana**

Risk Warning Note: Forex and CFDs are leveraged products, incur a high level of risk and may not be suitable for all investors. You should not risk more than you are prepared to lose. Before deciding to trade, please ensure you understand the risks involved and take into account your level of experience. Seek independent advice if necessary.

Trading with CFDs can involve losses that exceed the initial investment

