



## LESSON 1.

# HOW TO FIND AND ATTRACT TOP AFFILIATES

Hello everyone! Today we're starting a new module dedicated to building your own affiliate team.

The focus of this lesson is on the most important thing: **how to find and attract strong, motivated affiliates who bring real volume and allow you to multiply your income.**

No fluff, abstract ideas, or general phrases — we'll discuss only concrete strategies for searching, evaluating candidates, structuring motivation, market examples, and common mistakes that prevent you from “breaking through,” even with a good budget.

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## WHY TOP AFFILIATES MATTER

A strong affiliate is not just another person with a referral link, **but a separate business unit that can generate tens of times more than mass “broad” traffic from regular advertising.**



Statistics show that in the crypto affiliate sector, 10% of top partners generate **70–85%** of all volume, and one successful channel can outperform more than 50 “small” affiliates combined.

If you build your team only from random registrations, you'll quickly reach a ceiling: **systematic search and selection of strong players is necessary.**

## WHERE TO FIND TOP AFFILIATES

### 1. Professional communities and private chats.

There are separate groups on Telegram, Discord, and WhatsApp for owners of traffic channels and experienced arbitrageurs.

**Entry is usually via recommendations or direct contacts.** Often such chats don't appear in search and remain secret within the market.



## 2. Forums and niche platforms.

Bitcointalk, AdsBTC, CPAClub, STM Forum, and certain Reddit sections.

You can search by keywords, post collaboration offers, and analyze profiles by activity and case studies.

## 3. Offline conferences, industry events, and meetups.

Top players often gather at affiliate meetings looking for new conditions, exclusive offers, or experience exchange.

**Statistics show that 1 out of 7 contacts** at specialized events turns into a real partner when following a well-crafted approach.

## 4. Personal recommendations and word of mouth.

The best affiliates often come “by word of mouth” — if you’ve already shown results with one scheme, your case spreads through the market and partners recommend you onward.

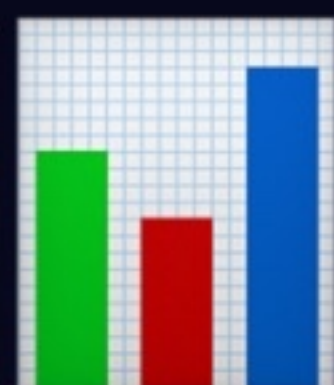
## 5. Paid platforms for partner sourcing.

CPA agencies, aggregators, arbitrage traffic exchanges — such as affhub, admitad, PeerClick, Binom.

These platforms have filters by volume, geography, and niches.

# HOW TO EVALUATE A CANDIDATE AT FIRST CONTACT

When a candidate appears on your radar, it's important not to rush and **quickly verify several key parameters:**



**Traffic source and quality** — not just the number of subscribers, but real metrics: average CTR, registration conversion, deposit conversion, average turnover per user.



**Experience with similar offers and platforms.**

Ask for case studies, reports, screenshots, or verify public results on their channels.



**Reputation:** reviews in chats, presence on blacklists, payment history, responsiveness. One dishonest affiliate can “burn” your test budget in a day.

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**Willingness to conduct joint tests and openness with statistics** — it’s crucial that the person shares real results and does not hide the details of their schemes.

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## HOW TO BUILD A PROPER CONTACT

### Do not offer a “bare link”

Start with a personal dialogue, exchange experience, discuss pain points and working schemes. Experienced affiliates value exclusivity and direct support, not mass mailings.

### Prioritize a quick test

Offer a pilot campaign of 3–7 days with transparent terms and tracking of all metrics: clicks, registrations, deposits, turnover.



### **Provide turnkey tools**

Give ready-made landing pages, templates, analytics instructions, fast support, and a convenient payment system (USDT, BTC, any crypto wallets).

### **Discuss terms upfront**

Rates, percentage of turnover, bonuses for achieving KPIs, exclusive options (e.g., “first access to new promos”).

### **Regular interaction**

Arrange regular calls or chats to discuss results, exchange insights, and quickly adapt strategies.

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## **HOW TO RETAIN TOP AFFILIATES**

1. Regularly update offers, give access to new products, promotions, and bonuses before mass launches.
2. Keep transparent analytics: provide detailed reports on clicks, deposits, turnover, and payouts — the easier it is for a partner to check results, the higher the trust.

3. Respond to feedback: if conversions drop, discuss causes and improvement options together. Prompt communication and readiness to test are valued more than high percentages.
4. Share market insights, assist with training, and implement new schemes (e.g., new channels on TikTok or Discord).
5. Create a mini-community around the team: a shared chat, private meetings, case exchanges, and internal contests increase loyalty.

### What Doesn't Work and What to Avoid

- 1. Mass mailings without personalization** — experienced affiliates don't respond to that.
- 2. Promises of “super conditions” without verified case studies** — this immediately raises suspicion.
- 3. Delays in payments** or “dark” terms on statistics.
- 4. Expecting top affiliates to manage all materials and support alone** — such partners appreciate your involvement and assistance.

### A Brief Real Case



In 2024, in the Binance and EVEDEX market, one large CIS traffic channel grew its volume from \$40,000 to \$220,000 in 2 months **by simply connecting to a new offer and receiving individual payment terms and access to exclusive promotions.**

Four months later, this partner brought in two more top affiliates by recommendation, and the total group volume exceeded **\$600,000 in a quarter.**

Such growth is impossible without the right teamwork, transparent support, and personal networking.

## LESSON SUMMARY

Today you learned where and how to find top affiliates for your team, what parameters to consider when selecting candidates, **how to properly establish contact, and what helps retain strong players in the long run.**

The next lesson will cover in detail how to launch joint promo campaigns and work with partners **“turnkey”** for maximum volume growth and team stability.