



LESSON 2.

TRAINING AND ONBOARDING YOUR AFFILIATE TEAM

Hello everyone! In this lesson, we'll cover how to properly train and onboard your affiliate team — **especially if your goal is not just to hand out links**, but to build a systematic revenue channel where every partner understands the product, metrics, and goals.

This is a critically important stage. Even if you find a strong person with good traffic, without proper onboarding they will either burn the budget or drop out after a few weeks.

So the goal of this lesson is to provide a clear system for:

1. how to introduce the affiliate to the work process,
2. what to emphasize,
3. which materials and tools to prepare,
4. how not to overwhelm the person,
5. and how to get them to their first result within 7–10 days.



WHY THIS MATTERS

Think about this: if you buy a turnkey business for \$100,000, what do you expect to get? **Training, instructions, support, forecasts, growth points.**

Now look at the reality of the affiliate market:

a newbie is given just a bare link and a “good luck.” They don’t know:

1. where to send traffic,
2. how to track results,
3. what works and what doesn’t.

What’s the outcome? They leave — or waste your budget.

If you don’t train your partner, you’re not just losing a person. You lose the entire potential volume they could bring in over a year. **This could be anywhere from \$50,000 to \$300,000 — if they have the database, skills, and motivation.**

Therefore, training is not an “extra bonus.” It’s a direct investment in your future volume.

Step 1. Onboarding Within the First 24 Hours

The person has just joined. What do they need? Clarity on what's happening. In the first day you should:

1. Send a welcome message (a template is fine, but personalize it), explaining what to expect over the coming days.

2. Provide a step-by-step onboarding plan.

For example:

- Day 1: platform overview, basic analytics, main goals.
- Day 2: first traffic tests.
- Day 3: results check and adjustments.

3. Send a video or document explaining how to track key metrics.

CTR, registration conversion, deposit conversion, turnover — they need to see the path from click to profit. It's best with a real case: for example, "A partner from Kazakhstan reached \$8,000 turnover in 2 weeks with CTR 3.2% and CR 1.1%."

4. Make sure to clarify their goals. Some want \$300 passive per week, others build a business for \$50,000 per month. The goal shapes the entire strategy.

Step 2. Teaching the Basics — But With Filters

You don't need to explain what cryptocurrency, blockchain, or decentralization are. If the person is completely unfamiliar — **they don't belong on your team.**

You need a partner who can quickly grasp the offer mechanics and learn based on data, not theory.

Training should focus on three things:

1. How the product works. A 10–15 minute video or PDF explaining:

- why users register;
- what makes EVEDEX different from other platforms;
- the customer's first step;
- the client journey from registration to trading.

Important: not “an exchange where you can trade,” but “here the user has \$200 — sees a simple interface, places their first order, gets a result. Why? Because commissions are lower than on X, and there are ready signals and auto-bots.”

2. What ideal traffic looks like. Show examples:

- here's a channel with a deposit CR of 2.3%;
- here's one with 0.4% CR because the audience isn't targeted.

Explain why TikTok doesn't work without filtering, why Telegram needs correct pre-warming to convert. This should be vivid and example-driven.

3. How to analyze results. No partner becomes systematic until they understand:

- how to collect statistics,
- how to identify what works,
- how to draw conclusions.

Show them the Excel or the script you actually use.

For example: *"100 clicks → 12 registrations → 4 deposits → \$2,300 turnover → you earned \$150."*

It's simple logic, but it turns a bunch of actions into real income.

Step 3. First Tests

The ideal model is to launch within the first 48–72 hours. Why? Because after a week of inactivity, **the chance the partner drops out triples.**

Here's how the first test should look:

1. Small budget (up to \$200, or free traffic).



2. Narrow offer — for example, one landing page, one funnel.
3. Quick check: 300–500 clicks and analyze the result.

If they see any result (even \$50), motivation appears.
If it's all burning out — **review together and adjust.**

Important: don't pressure them into losses. If something doesn't work, show alternatives.

For example: *“Your audience reacts poorly to spot-trading. But other partners succeeded with the bot offer in similar segments — let's test that.”*

Step 4. Support and Growth

Once the partner completes the first test, their status changes. Now you need to move them from “newbie” to “player.”

What does this mean?

1. **Schedule regular calls or review chats.**

Have them send their numbers weekly. And give feedback. This isn't control — it's a growth point.



2. Give them more.

If you see traffic increasing, give exclusive offers. Made the first deposit? Offer a higher test payout. As the partner grows, motivation must grow with them.

3. Share short insights.

Spot a new funnel that converts better? Don't keep it inside the core team.

Let the partner try it. Even one insight like that can double or triple growth.

WHAT WORKS ESPECIALLY WELL

Internal rankings.

For example: *“Last week’s top performers — Alex (\$8,300 turnover), Jim (\$6,100), Rita (\$5,700).” This sparks healthy competition without toxicity.*

The key is to avoid KPI-chasing and keep it heartfelt.



Performance rewards.

For instance, a \$200 bonus for the first \$5,000 turnover. Or access to a closed funnel at \$10,000 volume. This works 100% of the time.

Honest feedback.

Write: *“Look, your reach is great, but you’re targeting the wrong audience. Here’s how Jim reshaped his warm-up and got 3x results. Want to try? Let’s do it together.”*

MISTAKES TO AVOID

Overloading

If on day one you send 12 PDFs and 5 videos, the person will just close everything. Training should be phased.



“Silent support.”

You can't just give a link and disappear. You need to stay in touch. Especially during the first month.

Overpromising

If you promise “\$1,000 in 3 days” and they go negative, they leave. Better to say honestly: “70% of partners get their first result during week two. But if you do everything right, you'll get it sooner.”

LESSON SUMMARY

Onboarding and training are not about pretty onboarding processes. This is your system for cultivating strong partners. The way you spend the first 7–10 days determines everything: whether a partner brings \$100 per month or \$100,000 per quarter.

The clearer your structure, the simpler the training, the more transparent the support — **the higher the chance the person stays, grows, and brings others.**

In the next lesson, we'll talk about launching promo campaigns and working with partners “turnkey” — **so that every affiliate feels backed by a real team.**