



LESSON 1.

WHY USERS CHOOSE AN EXCHANGE: TRIGGERS AND PAIN POINTS OF THE TARGET AUDIENCE

Hello everyone! In this lesson, we will analyze how to effectively promote an exchange through affiliate marketing. Instead of just listing features, we'll explore the real problems the exchange solves for users and which pain points to emphasize in promotion.

We'll talk about common trader worries, learn how to identify them, and use this knowledge to create content, advertising, and workable strategies. **At the end, I'll provide a clear framework on how to turn any pain point into a compelling ad message.**

Why Analyze Target Audience Triggers and Pains — Simply and Practically

In short: **to sell not the product but the solution to the problem.**



This is the key to high conversions and low lead costs.

1. Because people don't need a product — they need a solution.

People don't buy the exchange interface; they buy a way to solve a problem: to protect their savings, simplify market entry, earn money, or simply not miss a chance.

2. To hit pain points more precisely than competitors.

If you talk about what truly worries a person, they click and sign up. Talk about “100 tools” — they scroll past.

3. To reduce lead cost and increase ROI.

Ads based on real pain points and clear triggers (bonus, guarantees, step-by-step plan) work cheaper and more efficiently.

Simple Rule to Remember

People buy not the product, but the solution to their pain.

Explanation: a user has an emotion/fear/need (pain). A trigger is a small promise or incentive that pushes them to click. You, as an affiliate, connect the pain and the trigger in your ad message.



You don't come to the exchange for buttons and charts.

You come because you want to **multiply your money, protect against inflation, catch a dip, get a registration bonus**, or simply **try without risk**.

Different pains → different motivations → different triggers.

Typical Pain Points of Exchange Users

- 1. Fear of losing money** — “I don't want to lose my deposit.”
- 2. Uncertainty/lack of knowledge** — “I don't know where to start.”
- 3. Lack of trust** — “What if it's a scam?”



4. **High fees and hidden charges** — “Trading here is expensive.”
 5. **Difficult verification/deposit-withdrawal** — “I’m lazy/scared to do KYC.”
 6. **Lack of time** — “I want simple automation/copy trading.”
 7. **Fear of missing out** — “Everyone talks about airdrops/listings — I don’t want to miss out.”
-

Effective Triggers (What Really Drives Action)

1. **Bonus/cashback on registration** — “\$10 for signing up” (click trigger)
2. **Demo/training simulator** — “Try risk-free”
3. **Low fees/discounts** — “0% commission for the first 30 days”
4. **Guarantees/insurance** — “We protect part of your funds”
5. **Simplicity** — “Register in 2 minutes, intuitive interface”
6. **Social proof** — “1M users”, reviews, case studies
7. **Education** — “Mini-course gift after registration”

How to Match Pains with Triggers — Simple Matrix

Pain: afraid of losing money → **Trigger:** demo account + educational checklist → **Creative:** "Try a risk-free trade — demo + newbie checklist"

Pain: trading is expensive → **Trigger:** zero commissions for 30 days → **Creative:** "Trade commission-free for the first month — test the strategies"

Pain: don't know where to start → **Trigger:** \$10 bonus + 5-minute guide → **Creative:** "\$10 bonus + step-by-step instructions — start in 10 minutes"

Pain: missed opportunities → **Trigger:** notifications about listings/airdrops → **Creative:** "Don't miss airdrops — get notifications first"

Sample Scripts for Creatives (Format: Hook — Benefit — Proof — CTA)



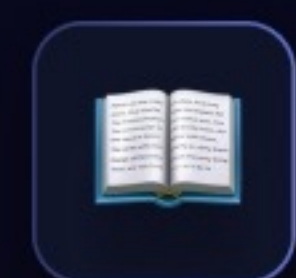
A. Targeted Ad Text (for beginners)

1. Hook: “Afraid of losing money in crypto?”
2. Benefit: “Try demo mode and get the ‘First Trade’ checklist — risk-free”
3. Proof: “Over 20,000 beginners have already made their first virtual trade”
4. CTA: “Try free now”



B. Reels Script (30 sec)

1. 0–3 sec: “Want to try crypto risk-free?” (hook)
2. 4–18 sec: Briefly show: “Open demo account → make a trade → lose nothing” (benefit)
3. 19–27 sec: “100% simple interface, free guide included” (proof)
4. 28–30 sec: “Link in bio — try now” (CTA)



C. Story Series (3 stories)

1. Story 1: “Scared to lose your deposit?” — poll with Yes/No options
2. Story 2: “There’s a demo mode and a guide” — screenshot of interface
3. Story 3: Link sticker — “Try for free”

Common Mistakes (and How to Avoid Them)

Mistake: Advertising features (“100+ tools”) instead of solutions.

Fix: In your bio and opening phrase, speak to pain/benefit.

Mistake: Promising “guaranteed income” — risks reputation and ad moderation.

Fix: Be honest: “educational guide,” “tools,” “opportunity.”

Mistake: Not testing hypotheses — wasting budget.

Fix: Always A/B test + clear KPIs.

Mistake: No traffic acceptance (poor landing/no pinned post).

Fix: Prepare a simple landing page or a pinned post with a promised bonus.

Analyzing pains and triggers gives you the ability to craft ad messages that hook from the first phrase and lead users to action.

The more precisely you hit the pain and the more relevant the trigger — **the cheaper and more effective your traffic will be.**

What Are “Pains” and “Triggers” in Affiliate Marketing?

Simply put: If you want people to click your ads and register — first **identify their pain**, then offer **a precise trigger** that pushes them toward action.

What Is “Pain”?

Pain

is a real problem, fear, or unmet need of a person. It can be rational (time, money) or emotional (fear, shame, greed, FOMO).

Pain examples:

1. “I’m afraid my money will lose value.”
2. “I don’t have time to dig into stocks.”
3. “I fear scams and don’t trust new exchanges.”
4. “I can’t speak English on interviews.”
5. “I want to lose weight but don’t know where to start.”

Pain categories:

1. Financial (loss risk, missed earnings)
 2. Temporal (no time to learn)
 3. Psychological (fear, distrust)
 4. Technical/practical (complex interface, verification)
-

How to Quickly Find Your Audience's Pains (Simple Methods):

1. Read comments under popular niche posts — people ask their questions there.
2. Launch story polls (2–3 questions): “What worries you more in X — A or B?”
3. Send 10 DMs with a simple question: “What’s your main problem with [topic]? One or two words are enough.”
4. Check competitor FAQs/landing pages — often they gather common questions.

What Is a “Trigger”?

A trigger

is a specific promise or incentive that pushes a person to take the next step: click, register, or buy. It removes the barrier that holds them back.

Trigger examples:

1. **Financial trigger:** “\$50 bonus on registration.”
2. **Security trigger:** “Demo account — try risk-free.”
3. **Savings trigger:** “0% commission first month.”
4. **Scarcity/urgency:** “Free spots running out.”
5. **Social proof:** “1M users trust us.”
6. **Simplicity:** “Register in 2 minutes.”

Types of Triggers by Nature:

1. Financial (bonuses, discounts)
2. Psychological (FOMO, urgency)
3. Practical (demo, tutorials, ready checklists)
4. Social (reviews, cases, user counts)

Important Thought: Pains Motivate, Triggers Push

1. Pain gives the reason: “I need to solve this.”
2. Trigger makes the step easy/profitable/safe: “Okay, I’ll click.”

Example:

1. **Pain:** “I’m afraid of losing money on the exchange.”
2. **Trigger:** “Try a demo account + step-by-step guide — risk-free.”
3. **Result:** person clicks because you addressed their fear and gave an easy way to try.

Practical Text and Headline Templates (Feel Free to Use)



For beginners (fear of loss):

1. Headline: “Don’t risk — try demo first”
2. Description: “Open a demo account and make your first trade with no money. Free beginner checklist as a gift”
3. CTA: “Try free”



For busy people (no time):

1. Headline: “Trade 10 minutes a day”
2. Description: “Set up copy trading of experienced traders — an automated tool working for you”
3. CTA: “Try copy-trade”



For those afraid of scams:

1. Headline: “Proven: 1M users and 5 years on the market”
2. Description: “License, audit, and fund protection — everything transparent. Check for yourself”
3. CTA: “Learn more”

Ethical and Practical Restrictions (Very Important)

- 1. Never promise guaranteed income.** It’s unethical and often violates advertising platform rules.
- 2. Don’t fake reviews or screenshots.** Fakes instantly destroy trust and can lead to bans.
- 3. Follow platform rules** (TikTok, Instagram, Google, Facebook, etc.), especially for financial products.
- 4. Be honest in your offer:** if a bonus requires verification or deposit — state it clearly.



Key Pains and Triggers

User problems can be conditionally divided into several main blocks: security, access to funds, commissions, liquidity, and interface convenience. Let's analyze each with concrete examples and see their priority.

1. Blocks, Account Freezes, Risk of Losing Access

This is a top fear for anyone who has dealt with centralized exchanges. Imagine sudden KYC checks after deposit or withdrawal, multi-day verification delays, or even full account freeze due to “anomalous activity.”

Even with zero commissions, few tolerate being unable to withdraw funds. For many, this is the #1 reason to choose another exchange or go decentralized. So if your exchange really solves this — with fast support, clear rules, and predictable behavior — highlight this as a key advantage.

2. Problems with Withdrawals

Second major trigger. For example: minimum withdrawal limit is \$500 but user wants \$100; “internal” tokens unusable on Metamask; unexpected fees revealed at transaction time; or withdrawals allowed on only one network.

This frustrates users and often generates negativity. It's important to clearly communicate withdrawal limits, fees, supported networks, and any restrictions before deposit.

3. High Fees (Especially Hidden)

Few study fee tables ahead, but if a trader notices a 1% loss per trade, they'll likely leave. Common scheme: low "on paper" commission, but hidden spreads, separate order fees, 0% spot fees but 0.2% withdrawal fees, etc.

Real transparency is a big plus — but only after security concerns are addressed. People won't sacrifice fund access for fee savings.

4. Liquidity and Order Execution

This pain affects advanced users more: if you can't sell even \$300 without noticeable slippage, low commissions don't help. This mainly concerns B2B clients and arbitrage traders; for most beginners, this is a secondary factor.

5. Interface Issues, Technical Glitches

Includes any bugs — inability to log in via phone, stuck orders.

Generally not a primary reason to quit unless coinciding with high volatility moments (e.g., everyone wants to buy/sell in a pump, and the site crashes). If the exchange handles loads without glitches — this is a definite plus.

How to Prioritize

Don't try to fix all pains at once. Understand your audience's priorities:

- Newbies fear blocks and withdrawal failures most.
- Intermediate users fear hidden fees and unexpected withdrawal losses.
- Experienced traders prioritize liquidity and flawless order execution.



Thus, ad texts and videos should fit these priorities.

For example, videos for beginners emphasize quick withdrawals and simple verification, not “lowest fees.”

The “Pain – Solution” Format

Every ad message is built as:



Problem → Pain intensification → Exchange solution

Example:

Many lose access due to sudden checks, blocks, or new KYC demands. This can last for weeks and freeze funds. Unlike this, [exchange name] allows verification in 2 minutes and does not block withdrawals with normal activity.

This format works far better than a list of “features” or vague benefits. **Real pains create effective communication.**

Today we’ve understood why just listing exchange features is not enough. It’s crucial to grasp what users fear and dislike. Identifying and skillfully using these pains lets you create ads based not on emotional appeals like “earn with us,” but clear logic — why this exchange is safer and simpler.

That’s where real effectiveness appears, when your message hits a genuine user problem. **And to make it work — always start with the question: “What worries my client most?”**