



LESSON 4.

MAXIMUM PROFIT WITH MINIMUM EFFORT: BUILDING A SUB- AFFILIATE TEAM

Hello everyone! Today we'll explore how to earn more in affiliate marketing without increasing your personal workload. The key is building a team of sub-affiliates — a real way to multiply your income by delegating some tasks to others.

In this lesson, we'll break down how to find sub-affiliates, motivate them to work, automate processes, and track results. **We'll talk numbers, common mistakes, payout structures, and real case studies.**

WHAT ARE SUB-AFFILIATES AND WHY DO YOU NEED THEM?

A sub-affiliate is a partner you personally recruited who promotes the product (in our case, the exchange) to their own audience.



For you, that means earning a percentage of their income. For the platform, it's a scaling tool.

On major platforms (e.g., Binance, Bybit, EVEDEX), sub-affiliate payout rates typically range from 5% to 20% of the earnings of affiliates you brought in. **For example, if your sub-affiliate earns \$1,000 in commissions in a month, you'll receive \$50 to \$200 as a "referral bonus."**



In crypto affiliate marketing, **up to 40% of top accounts earn more** than half their income through sub-affiliates. This is not just a "nice bonus" but the primary growth lever—especially if you don't have a massive personal audience.

HOW IT WORKS IN PRACTICE

Modern platforms provide you with a personal link to attract sub-affiliates.

Sometimes it's a separate link in your dashboard (e.g., partner.evedex.com/ru/myrefs), **other times you just invite someone via your usual referral link and assign their role.**



- 01** When a new affiliate registers through your link, they get the same panel access as you, but you can see all their stats.
- 02** All commissions that this person earns from their users automatically show up in your account as “sub-affiliate income.”
- 03** **The system is transparent:** neither you nor your sub-affiliate share clients—all payments happen automatically.

Example:

If you have 10 direct sub-affiliates, each earning \$500–\$1,500 monthly, and your rate is 10% of their income, that means \$50–\$150 from each per month — \$500–\$1,500 “passive” income monthly.

WHY IT'S PROFITABLE

Modern platforms provide you with a personal link to attract sub-affiliates.

Scaling without extra investment.

Instead of chasing each user yourself, you build a “network” that grows without your daily involvement.



Risk diversification.

Even if one channel or sub-affiliate fails, others keep working.

Brand awareness growth.

Each sub-affiliate brings new reach, formats, and regions. You tap into segments you couldn't reach alone.

WHERE TO FIND SUB-AFFILIATES



Thematic chats and forums: Telegram groups, Discord servers, forums like CryptoTalk, Bitcointalk, targeted groups on VK, Facebook, Reddit.



Bloggers and micro-influencers: Channel owners with 1,000–5,000 followers often look for new monetization methods. For example: “Connecting EVEDEX affiliate — DM if you want to earn!”



Comments and reviews: People experimenting with affiliate marketing often appear in discussions under niche posts.



Offline environment: Masterminds, conferences, meetups. One real-life contact can bring more value than 20 online messages.

HOW TO PROPOSE THE SCHEME AND MOTIVATE

Most people fear “the scheme doesn’t work anymore,” “all slots are taken,” or “I need 10,000+ followers.”

Your task is to show that anyone can start from zero.

Sample invitation script:

1. “Do you have an audience interested in trading/investing? Want to earn not just for followers but for real deposits?”



2. “Look, here’s EVEDEX stats: on one deposit you can earn \$20–\$60 for registration plus up to 50% commission from all future trades. You just share your link and earn payouts in USDT.”
3. “I get extra percentage for everyone I bring in, so I can help with advice and materials — it’s beneficial for us both.”

Examples of Motivations

1. Ready-made promo materials, funnel instructions, post format breakdowns
2. Help setting up bonuses for followers (e.g., “+10% to the first deposit via your link”)
3. Joint collaborations: e.g., co-hosted live sessions reviewing the platform
4. Personal proof: “Here’s a screenshot of my sub-affiliate’s earnings last month — and what I got”

HOW TO MANAGE AND TRAIN SUB-AFFILIATES

Transparency

Share access to spreadsheets, statistics, explain where conversion is lost.



Support chats

Create a dedicated chat/channel for sub-affiliates with quick responses, templates, and updates.

Regular feedback

Weekly/monthly reviews: “Here’s what worked, what didn’t, who’s growing fastest.”

Joint campaigns

For example, a weekly contest: the sub-affiliate who brings the most deposits gets an extra bonus.

HOW TO TRACK EFFECTIVENESS

In the EVEDEX dashboard, you can:

1. See active sub-affiliates, their earnings, and traffic sources.
2. Compare conversions across channels: clicks, registrations, deposits, trading volume.
3. Real cases: on average, if a sub-affiliate brings just 10 deposits monthly, you earn \$100–\$500 from one channel.

 Important

Most affiliates' main drop is not in finding users but in warming up and training their team. Regular contact, content support, and error reviews can double efficiency.

COMMON MISTAKES AND HOW TO AVOID THEM

Mistake 1:

Leaving it unattended. Just sending links isn't enough. People need answers, help, and examples.

Mistake 2:

Expecting quick results. Stable growth usually starts after 2 months when the team gets comfortable experimenting with formats.

Mistake 3:

Ignoring traffic quality. Even if a sub-affiliate delivers many registrations, focus on deposits and turnover. Sometimes a smaller but loyal audience brings more.

HOW TO BUILD THE GROWTH CHAIN

1. Recruit your first 2–3 sub-affiliates among friends, colleagues, or followers.
2. Help them set up their first campaigns: provide templates, funnel examples, and dashboard guidance.
3. Collect weekly feedback on what works and what doesn't.
4. After a month, gather case studies, share successes.
5. Then attract new recruits using success cases as proof.

Income Calculation Example

1. You have 5 sub-affiliates, each brings 15 deposits monthly. Average deposit is \$300.
2. With a standard rate (10% from sub-affiliate income, who earns 40% from exchange commission), you get about \$6–\$12 per deposit.

3. Monthly income: $5 \times 15 \times \$6 = \450
4. If every second depositor is an active trader with \$10,000 turnover, and your share is 0.03% from that turnover, you earn roughly \$22.50 ($\$15 \times \$10,000 \times 0.03\%$).
5. With modest numbers (5–10 sub-affiliates) and moderate results, annual passive income can reach \$3,000–\$7,000.

COMPARISON: PERSONAL TRAFFIC VS. TEAM



Solo: with your own audience, 100 deposits/month equals \$600–\$1,200 net income.



Through team: 10 sub-affiliates $\times$ 10 deposits each = \$600–\$1,200 additional income almost without extra time spent.

Today you learned how to build a sub-affiliate team for maximum profit in affiliate marketing. The right strategy allows earning even without huge reach.

The key isn't just to “bring” people in but to build a process: find, train, motivate, and track results. In the next lesson, we'll explore how to automate team management and make income even more stable.