



LESSON 6.

SCALING YOUR TEAM AND BUILDING SUB- AFFILIATE NETWORKS

Hello everyone!

Today we will discuss how to scale your affiliate team and build sub-affiliate networks.

This topic becomes relevant when your core team already delivers stable results, and you need to increase turnover not by 10–20%, but by multiples — without drowning in routine or losing control.

We'll cover:

1. why sub-affiliate networks should be created,
2. how this works in practice,
3. which key principles and mechanics really matter,
4. and the most common mistakes that hinder growth into a large structure.

WHY SIMPLY INCREASING AFFILIATE NUMBERS ISN'T ENOUGH

When the team is already stable, manually adding more affiliates becomes ineffective.

You will quickly reach a ceiling:

1. reports become unmanageable,
2. motivation dilutes,
3. and traffic quality starts to drop.

This is why advanced teams switch to sub-affiliate networks — where your managers build mini-teams beneath them, and the most active affiliates can recruit their own people and act as independent leads.

This model enables non-linear growth, with each new traffic segment managed by a dedicated micro-team.

How the Sub-Affiliate Model Works

The concept is simple:



each manager or top affiliate gets the ability to recruit their own people and earn a percentage not only from their **direct** traffic but also from the results of their team.

A multi-level network forms, with clear responsibilities, reporting, and motivation systems at each level. The classic setup is two or three tiers for transparency and manageable control.

For example, a top manager oversees 8–10 affiliates plus two assistants, each managing 5–7 affiliates. All data is centralized, and main decisions come “from the top” based on real figures from every level.

KEY MANAGEMENT AND CONTROL MECHANICS

The main goal is to prevent the entire system from collapsing. To do this, **it is important to establish:**

Centralized tracking of all metrics by level.

Registrations, deposits, turnover, sub-affiliate payouts.

**Transparent reporting.**

Every manager and sub-affiliate sees their contribution and can compare performance to network averages.

Unified communication system.

Telegram chats per level, regular all-team calls, sharing of best practices.

Automated payment system.

To save time on manual calculations and avoid conflicts.

Flexible motivation schemes.

The better the sub-affiliate results, the higher their commission percentage from their network turnover — but only with full transparency.

WHAT TO FOCUS ON WHEN SCALING

Don't spread attention thinly across hundreds. Instead, focus on growing strong leaders who can independently build and manage mini-teams.



Typically, a manager's optimal load is 10–15 direct reports. Beyond that, efficiency and control fall.

Develop managers' leadership skills through:

1. Training,
2. Case reviews,
3. Feedback on mistakes,
4. Sharing best practices within the network.

In the long run, winners are not those who recruit the most people “by volume,” but those who build sustainable **micro-structures where everyone understands their role and KPIs.**

FINANCIAL MODEL AND AUTOMATION

Automation of payments and calculations is critical when scaling. Manual tracking in Google Sheets quickly breaks down — data gets mixed, payments delayed, conflicts arise.

The solution is to move to platforms with built-in sub-affiliate payout and statistics logic, such as EVEDEX, Admitad, Leadbit.

These platforms offer:

1. Transparent balance views for each participant,
2. Reporting, team structure visualization,
3. Turnover dynamics,
4. Real-time commission calculation.

Typical commission schemes include a base rate for direct affiliates **(5–7% of their turnover)** and a reduced rate for the second level (1–2%). Higher-volume leaders get higher personal rates or bonuses for network growth.

RISK AND QUALITY MANAGEMENT

As the network grows, risks increase: fake registrations, “dead” accounts, loss of traffic quality control. To prevent this:

Regularly cross-check sub-affiliate metrics with real conversion rates:

How many registrations convert to deposits and turnover.

Use internal audits:

Random checks, test tasks for new affiliates, mandatory reports on channels and traffic sources.



React quickly to anomalies:

If registrations spike without deposit growth, pause payouts and investigate.

All rules must be clear and agreed upon beforehand
— no exceptions or special treatment allowed.

SCALING WITHOUT LOSING CULTURE AND MOTIVATION

The biggest threat when scaling is dilution of culture and standards. **If the team no longer feels part of a unified system, motivation drops and results decline.**

To avoid this, implement:

1. Unified communication standards inside each level and at all-hands meetings.
2. Regular internal training and knowledge sharing so new sub-affiliates quickly “get in sync.”
3. Recognition systems: top leaders should get not only money but public acknowledgment, bonuses, privileges, and opportunities to grow their mini-teams.



SUMMARY AND KEY PRINCIPLES

Scaling an affiliate team and launching sub-affiliate networks is a shift from manual management to a full-fledged business system, relying on automation, transparency, strong leaders, and internal culture.

In this lesson, you learned:

1. How to build a sub-affiliate model,
2. Which mechanics truly work in large networks,
3. How to maintain quality and control payouts.

The main principle: invest in leadership development and automation, not just chasing numbers. The better the network is built, the easier it is to scale and control over time.