



LESSON 1.

How to Find and Attract Top Affiliates



Today we're starting

a new module focused on building
your own team of affiliates.

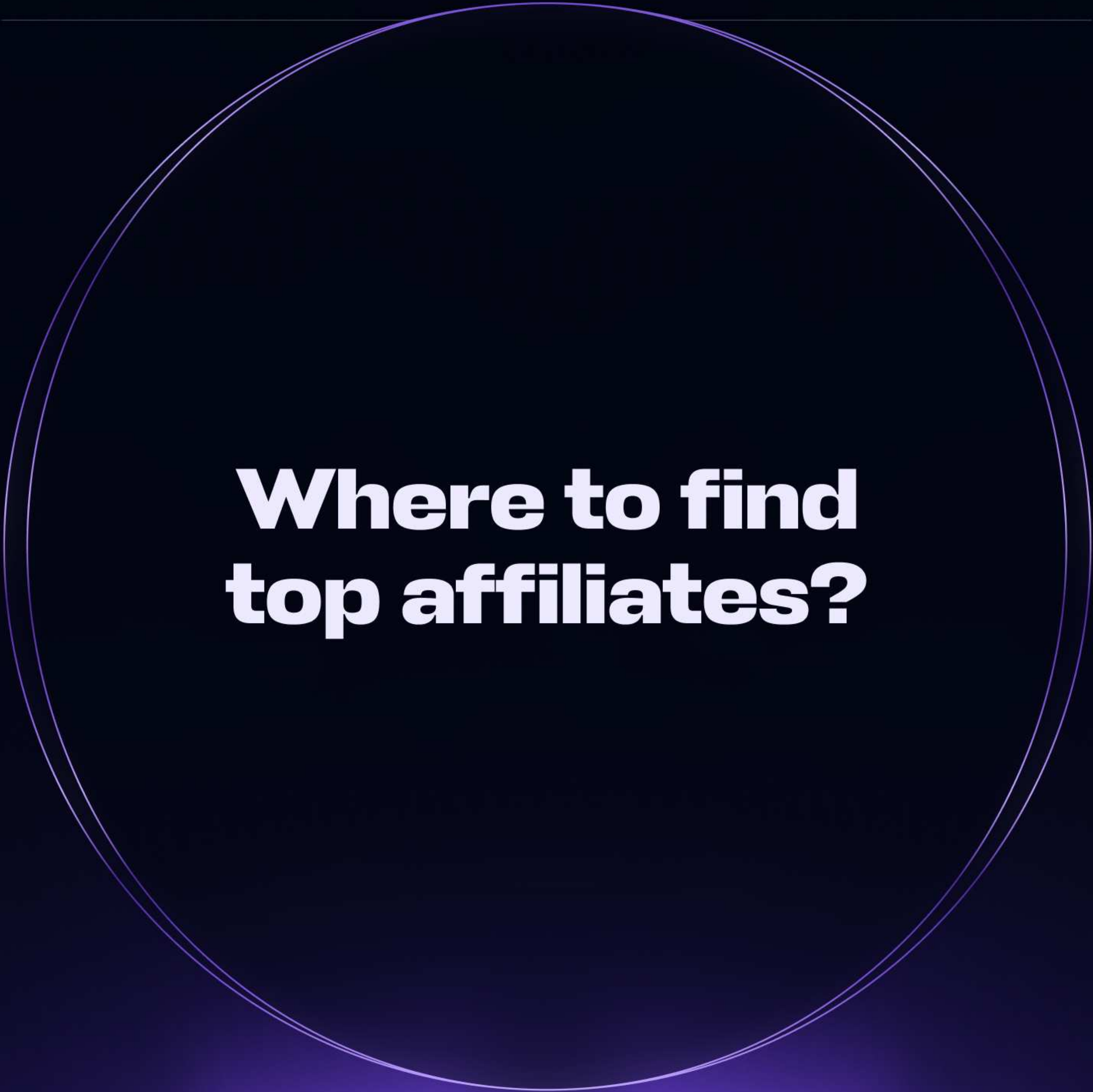
The focus is on finding and attracting strong,
motivated affiliates who generate real
volume and help multiply your income.



Why are top affiliates important?

They're not just people with referral links, but business units that bring in tens of times more revenue than mass traffic.

Statistics show that **10% of top partners generate 70–85% of all turnover.**

A large, thin purple circle graphic that frames the central text.

**Where to find
top affiliates?**



01

Professional communities and private chats.



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

02

Forums and niche platforms.



Bitcointalk, AdsBTC, CPAClub, STM Forum,
and specific subreddits.



03

Offline conferences, industry events, and meetups.



Affiliate meetings often gather top players looking for new conditions, exclusive offers, or experience exchange.



04



Personal recommendations and word of mouth.

The best affiliates often come “through referrals” — if you have already shown results with one campaign, your case spreads across the market, and partners recommend you further.



05



Paid platforms for partner search.

CPA agencies, aggregators, arbitrage traffic exchanges —
for example, affhub, admitad, PeerClick, Binom.

They offer filters by volume, geography, and niches.



How to evaluate a candidate?

1

- ④ **Quality and source of traffic:** CTR, registration and deposit conversion, average volume
- ④ **Experience** with similar offers and platforms: cases, reports, results
- ④ **Reputation:** reviews, payment history, response speed
- ④ **Willingness** to conduct transparent tests and collaborate



How to properly build contact?

2

- Don't offer a "bare link" — start with a dialogue and exchange of experience
- Focus on a quick test with clear metrics (3–7 days)
- Provide ready tools: landing pages, instructions, support, convenient payment system
- Discuss terms: rate, percentage, bonuses, exclusive options
- Maintain regular communication through calls and chats



3

How to retain top affiliates?

- ✓ Regularly update offers and provide exclusives
- ✓ Offer transparent analytics: clicks, deposits, payments
- ✓ Respond quickly to feedback and test new solutions
- ✓ Share insights and training
- ✓ Create a mini-community: chats, meetings, contests



4

What doesn't work and should be avoided?

- Mass mailings without personalization
- Promises without proven cases
- Delayed payments and “hidden” terms
- Expecting affiliates to work independently without your support



Real case

In 2024, **one channel increased turnover from \$40,000 to \$220,000 in 2 months** by joining a new offer with individual terms.

After 4 months, it brought in two more top affiliates, and the team's total turnover exceeded **\$600,000 in one quarter.**



Lesson summary

- ✓ Where and how to find top affiliates
- ✓ What to look for when evaluating candidates
- ✓ How to build relationships and retain strong players



Next lesson

We will cover **how to launch joint promo campaigns** and work with partners “turnkey.”