

Discord guide for partners

How Discord works for crypto and trading communities, how to set up a server that does not look empty, the roles that build trust, the bots that do the boring work, and how a Discord member becomes a client.

Discord started as a place for gamers to talk while they play. It is now where a large share of crypto and younger trading communities live. If your audience is under 30, trades crypto, or found you on YouTube or X, there is a good chance they already have Discord open. A Discord server is more work to set up than a Telegram channel and more work to run, but it gives you something Telegram does not: rooms. One place for beginners, one for trade ideas, one for off topic, one for voice. A community with rooms feels like a place, and people stay in places.

This guide is for a partner who has decided Discord is where their audience is. If you are not sure, start with Telegram. It is faster to launch and easier to run alone. Discord is the second community, or the first one if your people are already there.

What you will learn

- Why Discord works for crypto and trading communities, and who it is for
- Where to send people from your server
- Server setup: categories, channels and the order that makes a new member feel at home
- Roles: member, verified, VIP, and why the ladder matters
- The four bots that run the server for you
- Voice channel AMAs, slow mode and moderation
- How a Discord member becomes a client
- Your first week, top tips, do this not that, and key takeaways

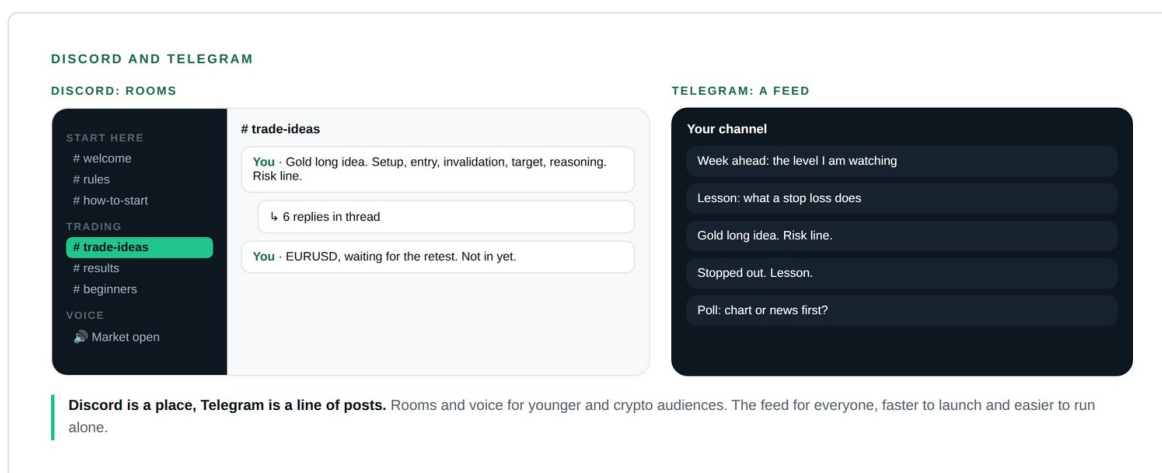
What is Discord, and why it works for trading

A Discord **server** is your community. Inside it are **channels**, which are rooms: text rooms and voice rooms. Members have **roles**, which decide what they can see and do. It is free, it runs on phone and desktop, and one server can hold hundreds of thousands of people.

Why it works for trading and crypto.

- **Rooms.** A beginner reads the beginners room and never sees the advanced one. A trade idea lives in its own room with its own discussion. On Telegram everything is one feed.
- **The audience is already there.** Most crypto projects, most prop firm communities and many YouTube traders run on Discord. People under 30 do not need to install anything.
- **Voice.** A live market open, a weekly Q&A, a "sit with me while I trade" hour. Voice channels are where a community turns from readers into people who know your voice.
- **Threads.** Every message can become a thread. Questions get answered without burying the room.
- **Roles build trust.** A member sees "Verified" next to someone's name and knows they have been around. You can make the ladder visible.

Why it is harder than Telegram. An empty server with twelve rooms looks abandoned. Moderation takes real time. Discovery is weak: nobody finds a Discord server by searching, so every member comes from your other platforms. And a Discord link is not accepted everywhere a Telegram link is.



Rooms versus a feed. Discord is a place, Telegram is a line of posts.

Where to send people from your server

Same rule as everywhere: the platform goes where a member needs it, with the honest line next to it.

Send them to	When it fits
The PrimeXBT registration page (your partner link)	In the start-here room, as step 3 of "how to start", and in the answer to "which platform do you use". With the honest line.
A PrimeXBT campaign page	A pinned post in announcements when there is a contest or offer, explained, not pushed.
Your own landing page	In the server description and the welcome message, if you have one.
The trading school or free course	The beginners room, pinned. The first thing a new member should do.
Your Telegram channel	If you run both, the Telegram link goes in the server, for people who want daily posts on their phone.
Your YouTube	A room that auto posts your new videos. Members who found you on YouTube expect it.

Server setup, step by step

Step 1. Create the server. Discord app, the plus button in the left column, **Create my own, For a club or community**, name it the same as your other accounts, upload your face or your channel logo.

Step 2. Delete the defaults and build this structure. Fewer rooms is better. Every empty room makes the server look dead. Start with eight, add more when they fill.

Category	Channel	What it is for	Who can post
START HERE	#welcome	Who you are, how the server works, the honest line	You
START HERE	#rules	Three rules	You

Category	Channel	What it is for	Who can post
START HERE	#how-to-start	The pinned four steps, your link, the risk line	You
START HERE	#announcements	One post a day at most: recap, live session, platform news	You
TRADING	#trade-ideas	Your ideas, one per message, each with the full structure	You, members reply in threads
TRADING	#results	Your results, wins and losses, screenshot and lesson	You
TRADING	#beginners	Questions from people starting out, answered in public	Everyone
TRADING	#charts	Members post their charts for feedback	Everyone, slow mode on
COMMUNITY	#general	Everything else	Everyone, slow mode on
COMMUNITY	#wins-and-losses	Members share their own, screenshot, honest	Everyone
VOICE	Market open	Live voice, scheduled	Everyone can listen, you talk
VOICE	Q&A	Weekly, scheduled	Everyone

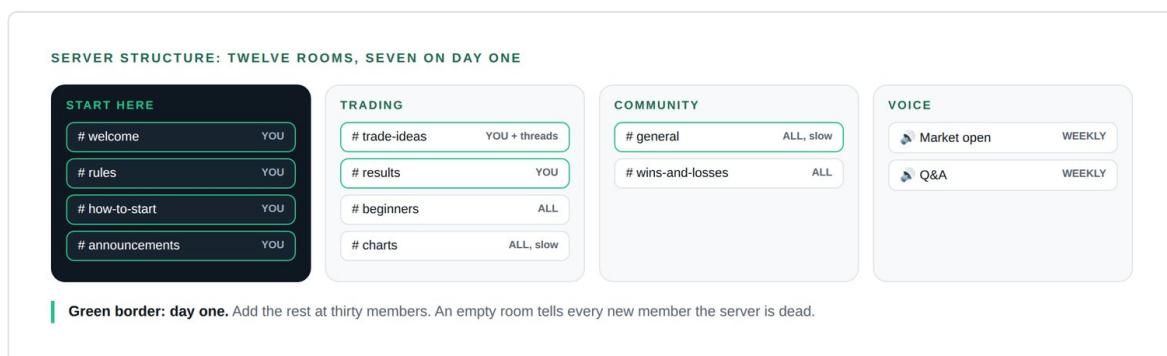
Twelve rooms. On day one, make the four START HERE rooms and #trade-ideas, #results and #general. Add the rest when there are thirty members.

Step 3. Write the three START HERE posts before anyone joins. The starter kit has them: welcome, rules, how to start. Pin each one in its room.

Step 4. Set permissions. Right click a channel, **Edit channel**, **Permissions**. In the START HERE rooms and #results, members can read, not send. In #charts and #general, members can send with slow mode (**Edit channel**, **Overview**, **Slow mode**, 30 seconds).

Step 5. Turn on the community features. Server settings, **Enable Community**. This unlocks the welcome screen, member screening (new members must accept the rules before they can post), and server insights.

Step 6. Make the invite link. Right click the server, **Invite people**, **Edit invite link**, set it to never expire. Vanity links need a boosted server, so use a link page in your bios and put the Discord invite behind a button.



Twelve rooms in four categories. Start with seven.

Roles: the trust ladder

Roles are the thing Discord does that no other platform does. A role is a label and a set of permissions. Used well, it tells a new member who to listen to and gives an old member a reason to stay.

Role	How they get it	What it unlocks	Why it matters
Member	Joins and accepts the rules	Read everything, post in community rooms	Everyone starts here
Verified	7 days in the server and one real message, or they message you	Post in #charts, join voice	Spam accounts never reach it. Members see a Verified tag and trust the person
Trader	They tell you they have opened an account (any platform)	A #traders room for setups and results	The room where the platform conversation happens naturally
VIP	Your choice: most helpful members, longest members	A private room, early access to your sessions	Recognition keeps your best people
Mod	One or two people you trust	Delete, mute, ban	You cannot be online always

Set roles up in **Server settings, Roles**. Give each one a colour so the tag shows next to names.

The rule. Roles are earned by being a member, never by paying. The moment a role costs money, the server is a product and the trust is gone.

The four bots

Bot	Job	Setup	One tip
MEE6	Welcome message, auto roles, levels (members earn XP by posting), a timer for scheduled posts	mee6.xyz, add to server, turn on Welcome and Levels	Give Verified automatically at level 3. Members earn it by being present
Dyno	Moderation: auto delete links from non verified members, mute, ban, logs	dyno.gg, add, turn on Automod with "links" and "spam"	Set the log channel so you can see what it removed
Carl-bot	Reaction roles (tap an emoji, get a role), embeds, reminders	carl.gg, add, Reaction roles menu	A "tap to get the Beginner role" post in #welcome sorts members on arrival
Statbot	Member growth, messages per day, most active rooms	statbot.net, add, open the dashboard	Check weekly. Rooms with no messages in two weeks get deleted or merged

Add MEE6 and Dyno on day one. Carl-bot in week two. Statbot in month one. Smallest permissions each, same as on Telegram. Never add a bot that offers trading, signals or wallets.

Voice: the thing that makes Discord worth it

A voice channel is a room people can walk into and listen. For a trading community it is the closest thing to sitting next to you.

Session	When	What happens	Length
Market open	One morning a week, same time	You open the chart, say what you are watching and why, take two questions	20 minutes
Weekly Q&A	Same evening every week	Members ask, you answer. Record it and post the audio in #announcements	30 minutes
Sit with me	Occasionally	You trade, screen shared, with the risk line said out loud and no promises	Up to an hour

Rules for voice. Schedule it with Discord's **Events** feature so members get a reminder. Start on time, end on time. Mute everyone by default and unmute for questions. Never say a number you made. Say the risk line at the start of every session.

Four people in a voice room is a success in month one. Twenty is a community.

Slow mode and moderation

- **Slow mode** on every room members can post in. 30 seconds in #general, 2 minutes in #charts. It kills spam and keeps the room readable.
 - **Member screening** on, so nobody posts before they accept the rules.
 - **Dyno automod** removing links from anyone below Verified.
 - **One moderator** by month two. A trusted member, the Mod role, a short list of what to delete: links, money promises, other people's accounts, abuse.
 - **Delete fast, ban rarely.** A deleted message and a private word fixes most things.
-

How a Discord member becomes a client

The path is the same as on Telegram, with rooms instead of a feed.

1. **They arrive from your video or post** and land in #welcome. The welcome message tells them who you are and points at #how-to-start.
2. **They read #how-to-start.** Four steps, the free thing first, the platform at step three with your link and the honest line.
3. **They watch #trade-ideas and #results for a while.** Weeks, sometimes. Honest losses are what convince them.
4. **They ask a question in #beginners** and you answer in public, fast.
5. **They message you.** "Which platform do you use?" You send the link and the honest line, nothing else. Or they tap the link in #how-to-start without ever asking.
6. **They get the Trader role** and join the room where setups are discussed. Now they stay.

The platform is in #how-to-start, in your setup post once a month, in the answer when asked, and in a pinned announcement when there is a real campaign. Nowhere else. Members who see a sales line in #general leave.

Your first week

Day	Do
1	Create the server, seven rooms, three START HERE posts pinned, MEE6 and Dyno added, slow mode on. Do not share the link.
2	Post two trade ideas or lessons in their rooms, one result, one real life post in #general. The server must not be empty when the first person arrives.
3	Invite ten people you know. Ask each one to post one message in #general.
4	Share the link: your Telegram, your bios, the end of your next video.
5	First voice session, announced the day before. Four people is fine.
6	Reply to everything. Give the first Verified roles by hand.
7	Weekly recap in #announcements. Check Statbot. Delete any room with no messages.

Top tips for Discord

- 1. Seven rooms, not twenty.** Empty rooms make a server look abandoned. Add a room when an existing one is too busy.
- 2. Fill it before you share it.** Ten posts and ten friends before the first stranger arrives.
- 3. Roles are earned, never bought.** Verified at seven days, Trader when they trade, VIP for the helpful. The ladder is the retention.
- 4. One voice session a week, same time.** It is the reason Discord beats Telegram. Four listeners in month one is normal.
- 5. MEE6 and Dyno on day one.** Welcome and automod. You will not be online when the spam arrives.
- 6. The platform lives in #how-to-start and in private.** Not in #general, not in the welcome message, not in a daily post.
- 7. Threads for every question.** Answer in a thread so the room stays readable and the answer is findable.
- 8. Delete rooms that die.** A room with no messages in two weeks tells every new member the server is quiet. Merge it.

Do this, not that

Do this	Not that
Seven rooms on day one	Twenty rooms, eighteen empty
Ten posts before the first invite	Share the link to an empty server
Slow mode and automod before the first stranger	Clean up spam by hand
Roles earned by time and activity	Paid roles
Weekly voice session, scheduled	Random voice when you feel like it
Platform in #how-to-start and when asked	Platform link in #general
Threads for questions	Questions lost in the scroll
Statbot weekly, kill dead rooms	Keep every room forever

Key takeaways

- Discord gives a community rooms and voice. It suits crypto and younger audiences, and people who found you on YouTube or X.
- It is slower to launch and harder to run than Telegram. Start with seven rooms, fill them, then share.
- Roles are the trust ladder: Member, Verified, Trader, VIP, Mod. Earned, never sold.
- MEE6 and Dyno on day one, Carl-bot and Statbot later. Smallest permissions.
- One scheduled voice session a week is what makes Discord worth the effort.
- The platform lives in #how-to-start, in a monthly setup post, and in the private answer when asked.

Partners Academy

This material is provided for educational purposes for partners of the Partners Academy. It is not financial, investment, legal or tax advice, and nothing in it is a recommendation to trade. Trading carries risk and most retail traders lose money. Partner earnings depend on the activity you introduce and results vary. Nothing here should be presented to your audience as a promise of income or of trading outcomes. Third party tools, prices and platform features are named for convenience only and change over time, so verify before you rely on them. You are responsible for complying with the advertising rules of each platform you use and with the financial promotion rules of your own jurisdiction.