

30 Tips by Top Partners

Hard-won lessons from the partners who built real businesses in this industry. Read once. Re-read whenever you need to remember why you started.

BEFORE YOU BEGIN

Why these principles matter

These aren't tactics. **They are the principles that separate partners who quietly build life-changing income from partners who stall in their first month.** No experience required, no niche assumed. Just the truths every successful partner — no matter their path — eventually figures out.

1

You don't need to be a trader to win in trading.

The partners earning the most are rarely active traders. They are communicators, teachers, builders and connectors — people who help other people get started. What you need is willingness to learn how the industry works and willingness to begin before you feel qualified. Both can be practiced. Both compound.

2

Nobody ever feels ready.

Experienced partners didn't feel ready either. They started with half the knowledge, no audience, and no proof. The difference is that they started. Readiness is the reward for doing, not the prerequisite.

3

Your audience is your most valuable asset.

Followers, subscribers, group members, email list, close contacts — your reach to real people is the one asset nobody can take from you. Grow it long before you try to monetize it, and the monetization step feels obvious when you get there.

4

Trust takes a year to build and a single bad recommendation to lose.

Protect it like cash. Say no to campaigns that don't fit your audience. Flag risk every time you talk about trading. The partners who last a decade are the ones whose audience still believes them in year eight.

5

Consistency beats intensity.

Three posts a week for a year beats forty posts in a weekend. The algorithm, your audience, and your own habit loop all reward showing up on a predictable schedule. Pick a cadence you can hold for 90 days and hold it.

6

You're not selling. You're sharing what you've found useful.

The frame changes everything. Sellers push, sharers help. Audiences can feel the difference inside two sentences. If you can honestly recommend what you promote, the pitch stops feeling like a pitch — to them and to you.

7

Treat this like a real business.

Not a side hustle. Not a hobby. A business — with goals, with hours blocked on your calendar, with weekly review of what worked and what didn't. The partners earning five figures treat partnership exactly the way a small business owner treats their shop.

8

The first dollar is the hardest.

Your first paid client takes more effort than the next hundred combined — because you're also learning the funnel, the tools, the audience and your own voice at the same time. After the first dollar, you have proof it works. From there it's repetition, not invention.

9

Don't compare yourself to someone in year three when you're in week three.

What you see online is their highlight reel after thousands of hours of unseen work. Your reference point should be you, four weeks ago. If today-you is a little sharper, a little clearer, a little more consistent — you're winning.

10

Every successful partner started exactly where you are.

Zero audience. No portfolio. No case studies. No first-month results. The only thing between them and you is the number of weeks they kept going. There are no shortcuts, but there is no gatekeeper either.

MINDSET · FOUNDATIONS

11

Pick one audience and serve them deeply.

Trying to speak to everyone means speaking to no one. The partners who scale fastest usually name their person with uncomfortable specificity — 'crypto-curious 28-year-old man in Lagos earning \$500/month' beats 'traders' every time. Pick one. Serve them better than anyone else does.

12

Speak in your native language.

The highest-earning partners in several of our fastest-growing regions post almost exclusively in Vietnamese, Portuguese, Arabic or Hindi. English content is saturated; local-language content is underserved by orders of magnitude. If you have a native language that isn't English — that is your edge.

13

Education converts faster than promotion.

'Here's what I learned about market cycles' outperforms 'sign up with my link' at every stage of the funnel. Teach first. The ask comes naturally after you've given something real. Try to pitch before you've taught and the audience tunes you out.

14

The quality of your relationships matters more than the size of your following.

Fifty people who open every message you send are worth more than fifty thousand who scroll past you. Depth converts; width inflates vanity metrics. Invest in the people who actually reply.

15

The best content solves a real problem.

'How do I know when to take profit?' and 'why did my position get liquidated?' are real questions real people type into Google at 2 a.m. Content that answers them with clarity will outperform ten motivational graphics. Write the thing you wish had existed when you were starting.

16

Niche down before you broaden out.

Specialists get recommended; generalists get ignored. 'The guy who explains Bitcoin options to beginners' is a position you can own. 'The guy who posts about trading' is a position nobody can remember. You can always widen later — nail the narrow version first.

17

Your channel is just distribution.

TikTok, YouTube, Telegram, X — these are pipes. The thing audiences follow is your character: your voice, your taste, your consistency, your honesty. Pipes change. Character compounds. Build the second more than the first.

18

Trends move fast. Principles don't.

The hook of the week, the format of the month, the token of the quarter — they all expire. The principle that an audience trusts someone who shows up weekly, teaches clearly, and respects their time has worked for a hundred years. Use trends to amplify what already works for you; don't chase them as your whole strategy.

19

There's no one right path.

Some partners win with daily Telegram posts, some with weekly long-form YouTube, some with 1:1 WhatsApp outreach, some with silent SEO blogs that bring traffic in their sleep. The right path is the one you can stay consistent on for a year. Pick accordingly.

20

The market rewards usefulness.

Be useful first — in your content, your community, your DMs. Ask for nothing for a long time. The income is the byproduct of being the person your audience returns to when they want a real answer. Reverse the order and the whole thing stalls.

DIRECTION · STRATEGY

21

Done is better than perfect.

Ship the imperfect video. Publish the rough post. Start the community before the rules doc is finished. You will learn ten times more from one published piece than from ten unpublished drafts. Perfectionism is the most common reason partners quit before they begin.

22

Action solves problems that thinking never will.

Most of the questions keeping you from starting have no answer in your head — they only have answers in the feedback you get from doing. 'Will my audience respond to X?' is unknowable until you post X. Start before the answer is clear; the answer arrives in the doing.

23

You'll learn more in your first week of doing than in your first year of planning.

A real post getting real comments teaches you more about your audience than a quarter of research. A real DM getting a real reply teaches you more about objections than any script. Shorten the loop. Start the doing part today.

24

Volume beats genius.

The first 100 pieces of content you publish will mostly be mediocre. That's fine — they're the raw material you need to find your voice, your audience and your hook. Publish a hundred average ones before you try to make one masterpiece. The masterpiece is a byproduct of the volume, not an alternative to it.

25

Most partners fail because they quit too early.

The breakthroughs don't live in month one. They live in month three, month six, month twelve — right past the point where it feels like 'this isn't working'. Decide upfront that you'll stay thirty percent longer than feels reasonable. That's where the results are.

26

Track what you do, what works, what doesn't.

Posts, DMs, calls, clicks, signups, conversions. A simple weekly spreadsheet with five rows will teach you more than every guru course combined. Numbers don't lie. Numbers don't care about your mood. Trust them more than your instincts at the start.

27

Ask for help.

Your account manager, the partners community chat, support — these channels exist for exactly this reason. The partners who use them grow visibly faster than the ones who try to figure everything out alone. Nobody earns extra points for suffering in silence.

28

Stay close to other partners.

The partner community is the single best shortcut you have. Their wins are your roadmap — 'what post went viral this week in Brazil?' — and their mistakes are your shortcut: 'that ad channel is burning out, don't bother'. Pay attention and share back what you learn.

29

Reinvest the first earnings into what's already working.

The temptation when the first commissions land is to withdraw and celebrate. Serious partners reinvest. More content tools, better editing, a small ad test, a VA to handle DMs, a sheet subscription — whatever directly multiplies what's already converting. Compound from there.

30

Start today.

Tomorrow has a way of becoming next week. Next week has a way of never coming. The partners earning real money are the ones who treated 'start today' as a literal instruction. Open the dashboard. Make the first post. Send the first message. The rest is iteration.