

Where to find leads: the playbook

Sixteen places to find people who have already shown an interest in trading, without buying a list: public Telegram groups, Reddit, LinkedIn search strings, local Facebook groups, X reply mining, Meetup, friends of friends, and more. For each: how to find it, how to approach without being the spammer, and what reply rate to expect. Then the qualification checklist.

The quality of a lead is decided before the first message. A person who posted a question about stop losses yesterday is a lead. A person on a list you bought is a name. The first replies one time in ten and sometimes becomes a client. The second gets you banned and in most countries breaks the law. Every source below is the first kind: a place where people say out loud that they are interested, so your message is an answer, not an interruption.

What you will learn

- Sixteen lead sources, with how to find them, how to approach, and the honest reply rate
- The three rules that apply to every source
- The qualification checklist: time, money, interest, and the one that matters most
- A weekly routine that works all sixteen without burning out
- Top tips, do this not that, and key takeaways

The three rules for every source

1. **They posted, you reply.** You only message people who said something about trading, money or starting. The member list is not a lead list.
2. **Public first, private second.** Reply where they posted, with something useful. The DM comes after, and it refers to the public reply.
3. **The group's rules win.** If the group bans DMs, you reply in public and let them message you. One ban from a big group costs more than fifty leads.

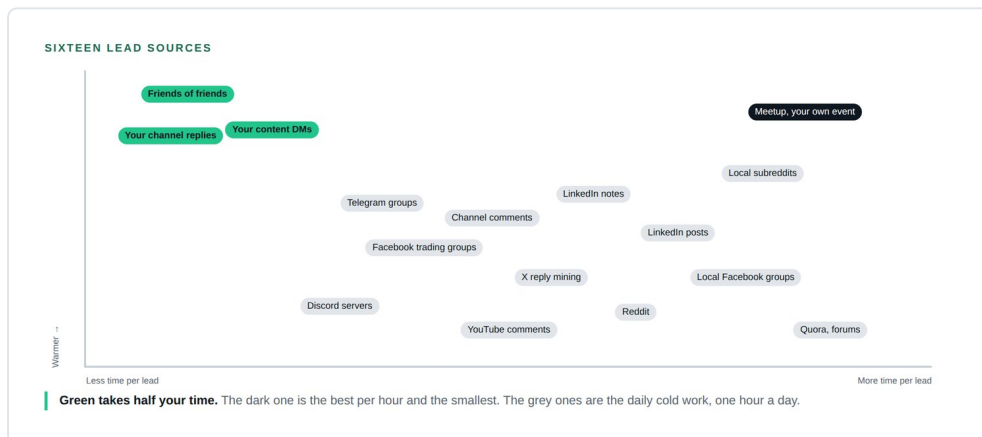
The sixteen sources

#	Source	How to find it	How to approach	Reply rate
1	Public Telegram trading groups	Telegram search: "forex", "gold trading", "crypto beginners", your language. Join five, read for a week before posting	Answer a question in the group. Next day, DM: "I replied to your question about X yesterday, did you get it sorted?"	1 in 8 to 10 cold, 1 in 3 if they replied to you in the group
2	Channel comment threads	Big trading channels with a linked discussion group. Read under every post	Reply in the thread first. DM the ones who asked a real question	1 in 10
3	Your own channel's replies and reactions	People who react, reply, or send the keyword	Reply within the hour. Ask "beginner or trader?"	1 in 2. Warmest source there is

#	Source	How to find it	How to approach	Reply rate
4	Reddit: r/Forex, r/Daytrading, r/CryptoCurrency, r/trading, r/Trading beginners	Sort by New. Look for "how do I start", "lost my first account", "which broker"	Reply in the thread with a real answer, no link. Reddit DMs are read with suspicion, so the DM is "I replied to your post, happy to go deeper if useful". Never a link in a Reddit DM	1 in 15. Slow but the people are serious
5	Reddit, local and language subreddits	r/[yourcountry], r/[yourcity], finance subreddits in your language	Same. Local context in the reply	1 in 10
6	LinkedIn search strings	Search: ("interested in trading" OR "learning to trade" OR "forex" OR "crypto") AND [your city]. Or: "side income" in posts, last 30 days. Sales Navigator adds job and company filters	Connection request with a note that names the post. No link. Ten a day	1 in 5 accept, 1 in 4 of those reply to the first message
7	LinkedIn posts about side income or financial stress	Search posts, not people, for "side income", "second income", "inflation", "savings"	Comment with a real sentence. Connect two days later naming the post	1 in 6 accept
8	Local Facebook groups	"[your city] buy and sell", "[your city] community", "[your area] entrepreneurs". Also "forex [your country]" groups	Never post a pitch. Answer money or side income questions when they appear. Message only people who asked	1 in 10. Fast bans if you post promotions
9	Facebook trading groups	Search "forex beginners", "trading [your language]". Join three	Same as Telegram: answer in the group, DM the day after, refer to the answer	1 in 10
10	X reply mining	Search: "want to start trading", "lost my first account", "which broker", "how do I learn trading". Sort latest. Also the replies under big trading accounts	Reply in public with one useful line. If they reply back, DM: "saw your reply, the longer version of that is..."	1 in 12
11	YouTube comments	Comments under beginner trading videos, yours and others. "Where do I start?" is everywhere	Reply to the comment with a real answer. Your channel is in your YouTube profile. They message you	1 in 20, but zero risk and it compounds
12	Meetup and Eventbrite	Search "trading", "investing", "forex", "crypto" in your city. Attend. Or run one: "Trading for beginners, free, one hour"	In person: ask, do not pitch. Collect numbers only from people who ask to stay in touch. Follow up in 24 hours	1 in 3 of people who gave a number. The best source per hour, the smallest
13	Friends of friends	Ask every client and every friend: "Is there one person who has asked you about trading?"	The client sends them your number, or gives you theirs with permission. Message: "[client] said you asked about trading"	1 in 2. The highest converting source in outreach
14	Discord servers	Disboard.org, search "trading", "forex", "crypto". Join three with a #beginners or #questions room	Answer in #questions. DM only if the server allows it and they asked	1 in 10
15	Your own content's DMs	Every "message me START" and every reply to a story	Reply same day. Ask the one question	1 in 2

#	Source	How to find it	How to approach	Reply rate
16	Quora and forum questions	Search "how to start trading", "is forex a scam", "best way to learn trading"	A full, honest answer, with your channel in your profile. People find it for years	1 in 30 per answer, forever

Sources 3, 13 and 15 are warm and should take half your time. Sources 1, 2, 4, 10 are the daily cold work. The rest are weekly.



Sixteen sources on two axes: how warm, and how much time per lead.

The qualification checklist

Before anyone gets past the free course, four questions. Ask them in the conversation, not as a form.

Check	The question	Pass	Fail
Interest	"Have you traded before, and what made you look into it?"	A real reason: curiosity, a friend, a loss they want to understand, a plan	"A video said I could make X"
Expectation	"Is this something you want to learn over a few months, or were you hoping for something faster?"	Months	Faster. The honest answer: "then I am not the right person, and anyone who says they are is lying"
Money	"Do you have money set aside you could afford to lose entirely while you learn? Not savings, not rent."	Yes, a small amount	No. The course and the demo are free, real money is not part of the conversation
Time	"Could you give it an hour a week?"	Yes	No. The course waits

The one that matters most is expectation. A person who wants it fast will lose, blame you, and tell everyone. The free course is for everyone. The platform is for people who passed all four.

Label every lead after the conversation: Beginner, Trader, Not now (with the date), Not a fit. Your Not now list from this quarter is next quarter's warm list.

The weekly routine

Day	Morning (30 min)	Afternoon (30 min)
Monday	Own channel replies and START messages (3, 15)	Telegram groups: read, reply in public (1, 2)
Tuesday	DMs to yesterday's Telegram repliers	Reddit new posts, reply in public (4, 5)
Wednesday	Own channel replies	LinkedIn: ten connection notes (6, 7)
Thursday	DMs to Monday's Reddit repliers	X reply mining, YouTube comments (10, 11)

Day	Morning (30 min)	Afternoon (30 min)
Friday	Own channel replies	Friends of friends: ask two clients (13)
Saturday	Follow ups: day 3 and day 7 from the sequences	Quora or forum, one full answer (16)
Sunday	Label the week, count replies by source	Plan Meetup or event for the month (12)

Top tips for finding leads

- 1. They posted, you reply. Always.** The member list is not a lead list and never will be.
- 2. Public reply first, DM second, referring to the reply.** It turns cold into warm for free.
- 3. Friends of friends is the best source in outreach.** Ask every client once. One in two replies.
- 4. Run one free hour long intro in your city every quarter.** The smallest source and the best per hour.
- 5. Reddit and Quora are slow and compound.** One honest answer brings people for years.
- 6. Read the group's rules before the first reply.** One ban costs more than fifty leads.
- 7. Qualify on expectation first.** "Fast" means not a client, however keen they are.
- 8. Count replies by source every Sunday.** Then double the time on the top three.

Do this, not that

Do this	Not that
Reply to people who posted	Message the member list
Public reply, then DM	Cold DM to a stranger
Ask clients for one name	Ask strangers to join
Honest Reddit answer, no link	Reddit DM with a link
LinkedIn note naming the post	Request with no note
Local groups: answer money questions	Local groups: post a promotion
Qualify on expectation	Qualify on enthusiasm
Label and revisit Not now in three months	Delete Not now

Key takeaways

- Sixteen sources, all of them places where people say they are interested. No lists.
- Warm sources (your channel, your DMs, friends of friends) get half the time and most of the clients.
- Public reply first, DM second, group rules always.
- Four qualifying questions. Expectation is the one that matters.
- An hour a day, replies counted by source on Sunday.

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.