

# ÀWÉ ALÁGBÓ

## PROMOTIONAL GRAPHICS

## AFFILIATE USAGE GUIDE

Read this first before using the official promotional materials.

### Purpose

This guide explains how to use the official ÀWÉ ALÁGBÓ promotional graphics included in this resource pack. The goal is simple: use the right asset for the right situation, while keeping the books and the movement visually consistent.

### 1. Know the Six Resource Types

| Resource                | Best use                                   | Primary objective          |
|-------------------------|--------------------------------------------|----------------------------|
| Square Social Posts     | Feed posts on social platforms             | Awareness and interest     |
| Vertical Story Graphics | Stories, Status and vertical content       | Quick attention and action |
| Twitter / X Headers     | X profile/header branding                  | Identity and association   |
| Promotional Banners     | Campaigns, pages, posts and newsletters    | Book promotion             |
| Book Cover Images       | Posts, articles and direct recommendations | Identify the book          |
| Quote Graphics          | Conversation starters and engagement       | Curiosity and discussion   |

### 2. When to Use Each Graphic

#### The Least Action hero / book graphics

Use when introducing the book to someone who has not encountered it before. Pair the graphic with a short explanation of why the idea matters to you or to your audience.

#### Design / leverage / systems messages

Use these when starting a conversation around an idea rather than making a direct sales pitch. They work particularly well with a short personal observation or question.

#### Quote graphics

Use as conversation starters. Add your own context, reflection or question rather than posting the quote with no explanation.

#### Free teaser graphics

Use when the objective is reader acquisition. Direct interested people to the official free teaser page.

#### Promotional banners

Use when the objective is to present the book clearly and encourage a purchase. Where appropriate, use your own unique affiliate sales link so the sale can be attributed to you.

## Affiliate graphic

Use when inviting an interested reader or supporter to explore the ÀWÉ ALÁGBÓ affiliate programme.

## 3. A Simple Promotion Sequence

### ATTRACT → ENGAGE → OFFER → INVITE

A practical sequence is: begin with a quote or idea-led graphic; add a short personal reflection; introduce the relevant book; offer the free teaser when appropriate; then present the full book to an interested reader; finally, invite readers who want to help share the ideas to explore the affiliate programme.

## 4. Use the Correct Link

**Free teaser:** Direct people to the official ÀWÉ ALÁGBÓ free-teaser page.

**Book purchase:** Use your unique Selar affiliate link when the purpose is to generate a sale.

**Affiliate programme:** Direct prospective affiliates to the official affiliate-programme page.

The distinction matters: generating interest and then sending someone through a non-attributed purchase link can prevent the affiliate from receiving credit for the sale.

## 5. Brand & Usage Guidelines

- Use the official artwork as supplied.
- Do not distort, stretch or unnecessarily alter the graphics or book covers.
- Do not make claims about the books that are not supported by official ÀWÉ ALÁGBÓ material.
- Do not present yourself as the author, publisher or official spokesperson unless specifically authorized.
- Personal commentary is encouraged. Identical copy-and-paste promotion everywhere is not necessary.
- Keep the central idea clear: share useful ideas, create curiosity, and make it easy for interested people to take the next step.

## 6. Quick Decision Guide

| If you want to...                 | Use...                                       |
|-----------------------------------|----------------------------------------------|
| Get attention                     | Quote Graphic                                |
| Start an ideas-based conversation | Square Social Post                           |
| Introduce a book                  | Book Cover / Book Promotion Graphic          |
| Give something away               | Free Teaser Graphic                          |
| Promote a purchase                | Promotional Banner + your affiliate link     |
| Recruit an affiliate              | Affiliate Graphic + affiliate-programme link |
| Brand your X profile              | X Header                                     |

## Final Principle

The graphics are tools, not the message itself. Use them to open conversations, communicate clearly, and help good ideas travel. Let your own voice provide the human context.

READ • APPLY • SHARE • TRANSFORM

ÀWÉ ALÁGBÓ | [awealagbo.org](http://awealagbo.org)