

ÀWÉ ALÁGBÓ

AFFILIATE PROMOTIONAL COPY PACK

Ready-to-use copy for introducing the books, the free teaser and the movement.

How to Use This Pack

These are approved starting points for affiliates. You may use the short versions largely as written, but personalizing them with your own experience, audience and reason for sharing will usually make them more effective.

Important: Always replace **[YOUR AFFILIATE LINK]** with your own unique affiliate sales link when promoting a purchase. Use the official ÀWÉ ALÁGBÓ website link when directing someone to the free teaser or general movement information.

1. Introducing THE LEAST ACTION

Short social post

What if the answer isn't to push harder—but to find where your effort creates the most leverage?

THE LEAST ACTION explores what happens when we stop fighting friction and begin redesigning our systems around alignment, leverage and action.

If you're interested in thinking differently about work, enterprise and your own path, take a look:
[YOUR AFFILIATE LINK]

Conversation opener

I've been thinking about a simple question: **What if some of the effort we call hard work is actually effort applied in the wrong direction?** That's one of the questions behind *THE LEAST ACTION*. I think it's worth exploring.

Longer recommendation

I recommend *THE LEAST ACTION* to anyone who has ever felt that they are working relentlessly without seeing proportional movement. The book approaches the problem through the idea of leverage, friction, systems and alignment rather than simply demanding more effort. It is especially relevant to people trying to build something with limited resources.

If that sounds like a problem you're facing, you can explore the book here:
[YOUR AFFILIATE LINK]

2. Introducing the Free Teaser

Free-teaser post

Curious about *THE LEAST ACTION* but not ready to buy the full book?

Start with the free teaser: *THE LEAST ACTION: AN INTRODUCTION TO LEVERAGE* — a Chapter 3 preview special asset.

Read it free here:
[FREE TEASER LINK]

WhatsApp / Status version

FREE READING ■

I've been exploring an idea that changed how I think about effort, leverage and building with limited resources.

There's a free preview of *THE LEAST ACTION* available here:

[FREE TEASER LINK]

Read it and tell me what you think.

3. Direct Purchase Copy

Short sales post

More effort isn't always the answer.

THE LEAST ACTION asks a different question: **Where is the path on which your effort can produce exponentially more value?**

If you're ready to explore that question, get the book here:

[YOUR AFFILIATE LINK]

Problem-led version

If you're constantly busy but your life, business or project isn't moving in proportion to the effort you're putting in, the problem may not be a lack of effort. It may be architecture.

THE LEAST ACTION is an invitation to examine the systems around you, identify friction and find better vectors for your energy.

Explore it here:

[YOUR AFFILIATE LINK]

4. Community / Movement Invitation

For readers

If the ideas in *THE LEAST ACTION* have made you question how you work, build or navigate your environment, there is more to the project than the book itself.

ÀWÉ ALÁGBÓ is building a community around the practical exploration of leverage, systems, learning and collective action.

Explore the movement:

[AWE ALAGBO WEBSITE LINK]

For potential affiliates

If you don't just want to read the ideas but want to help them travel, ÀWÉ ALÁGBÓ has an affiliate pathway for people who want to introduce the books to their own networks.

Affiliate registration and network access are managed by Selar. Selar's network fee is paid directly to Selar and does not go to ÀWÉ ALÁGBÓ.

Learn more:

[AFFILIATE PROGRAMME LINK]

5. Platform-Specific Short Copy

X / Twitter

What if working harder is sometimes the wrong optimization?

THE LEAST ACTION explores leverage, friction and the architecture behind meaningful movement.

[YOUR AFFILIATE LINK]

LinkedIn

A useful question for anyone building under constraint: **Are you increasing effort, or increasing leverage?**

THE LEAST ACTION explores how systems, friction and alignment can change the relationship between effort and results.

Worth exploring for entrepreneurs, professionals and builders working with limited resources.

[YOUR AFFILIATE LINK]

Facebook / Instagram

Sometimes the breakthrough isn't more effort. It's finding a better path for the effort you already have.

THE LEAST ACTION is an exploration of leverage, alignment and the systems that shape what our effort can produce.

[YOUR AFFILIATE LINK]

6. Copy That Affiliates Should Personalize

The strongest affiliate promotion should sound like a recommendation from a real person—not an advertisement copied from a catalogue. When appropriate, add one sentence answering: **Why am I sharing this?** or **What did this idea make me reconsider?**

Example:

"I came across this idea while thinking about why some projects consume enormous effort without producing proportional results. The distinction between effort and leverage really stayed with me. That's why I'm sharing this book."

7. Link & Attribution Rules

- Use your unique affiliate link for purchase-oriented posts so qualifying sales can be attributed to you.
- Use the official website/free-teaser link when your objective is to let someone explore the project before buying.
- Do not substitute a generic purchase link when you intend to earn affiliate commission.
- Do not imply that the Selar network fee is charged by ÀWÉ ALÁGBÒ. It is a Selar fee paid directly to Selar.
- Do not make guarantees about income, transformation or outcomes.

8. A Simple Content Rhythm

Idea → Conversation → Teaser → Book → Community

A simple campaign can move a person through the ecosystem without pushing a sale immediately. Start with an idea-led graphic or quote, add your own observation, offer the free teaser, present the full book to interested readers, and then invite those who want deeper participation to explore the movement or affiliate pathway.

READ • REFLECT • SHARE • CONTRIBUTE

ÀWÉ ALÁGBÓ | Official Affiliate Resource