BLOCKREADY

PARTNER GUIDE

The Blockready Affiliate Program

Introduce your audience to structured crypto education.
Understand the product, the opportunity and your next step.

For people considering the program and affiliates ready to put it into practice.

Blockready brings blockchain, cryptocurrency and Web3 learning into one connected system. This guide explains what makes that approach useful, who it serves, and how you can earn commission by making accurate, relevant recommendations.

30%	90 days	10%
eligible purchase commission	referral-link tracking window	personalized customer coupon

Subscription commission follows successful payments. The customer discount applies to the first payment only for subscriptions and payment plans. Tracking, approval and payout conditions apply.

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02 | THE LEARNING APPROACH

Built for understanding

A structured path through a subject that is often encountered one disconnected answer at a time.

A learner can watch videos, read news and follow crypto accounts without understanding how the pieces connect. Choosing an order, checking assumptions and finding reliable explanations becomes a learning task of its own. Blockready brings those tasks together through a focused crypto literacy system.

1. A progression with a purpose

The course starts with blockchain, cryptocurrencies and Bitcoin, then develops the concepts needed to understand networks, custody, markets and applications. Later subjects build on earlier foundations, so learners can connect a new idea to what they already know.

2. Different formats for different learning tasks

Lessons provide the path. Definitions clarify language. Visual and audio explanations support review. Knowledge checks expose gaps. Research resources give learners a route into sources and deeper investigation. The value is in how these parts support understanding, rather than the size of the library alone.

3. AI-assisted work with human responsibility

AI supports research, organization, drafting, summaries and maintenance. Human judgment sets the educational direction and reviews material for accuracy, clarity and usefulness before publication. This supports the content process; it is not a promise of an AI tutor or personalized investment advice.

4. Maintained material and transparent incentives

Blockready reviews and updates its learning material monthly. Updates apply to content covered by the learner's plan. Its business earns revenue from education, including subscriptions, lifetime access and optional assessment. Its curriculum policy is not to accept payment to feature or favor a token, protocol or exchange.

> **The person behind the system**
> Founder Vas Modinos brings more than two decades in technology, including 18 years at Microsoft, alongside blockchain and Web3 experience. His aim is to bring structure, repeatable processes and ongoing maintenance to crypto learning.

Blockready aims to help people explain concepts, evaluate information, recognize risks and investigate questions independently. Review and education support better judgment; they do not remove financial risk or guarantee a particular learner outcome.

03 | THE CORE PRODUCT

The Cryptocurrency Masterclass

13 connected modules, 150+ lessons and approximately 25 hours of structured content. Individual study time varies.

The Masterclass is designed for beginner and intermediate learners, with no previous crypto knowledge required to start. It is online and self-paced, with learning material available through compatible desktop, tablet and mobile devices.

#	Module	What learners explore
01	Blockchain	Distributed ledgers, consensus and Web3 foundations.
02	Cryptocurrencies	Digital money, cryptography, payments and crypto assets.
03	Bitcoin	Origins, network design, monetary policy and key debates.
04	Ethereum	Smart contracts, applications, gas and network development.
05	Altcoins	Other projects, coin and token categories, use cases and risks.
06	Wallets	Custody, keys, recovery and wallet security principles.
07	Exchanges	Centralized and decentralized services, custody and risks.
08	Investment	Financial concepts, due diligence, research methods and risk.
09	Trading	Market mechanics, orders, charts, psychology and risk.
10	Mining	Network security, rewards, economics and environmental factors.
11	DeFi	Lending, stablecoins, liquidity pools, DAOs and protocol risks.
12	NFTs	Digital ownership, creation, markets and related considerations.
13	Legal	Regulation, taxation, scams and jurisdiction-specific questions.

A clear starting point before a paid decision
The Free plan includes the first three complete modules: Blockchain, Cryptocurrencies and Bitcoin. It includes 35+ lessons, selected resources and knowledge checks, with no credit card required and no time limit.

Pro and Expert include all 13 modules. The curriculum develops crypto literacy and risk awareness. Investment and trading topics explain the ecosystem; they do not provide trading calls, personalized advice or guaranteed returns.

Explore the full course outline | View current plans

04 | CORE LEARNING FORMATS

Learn, review and check understanding

Each format has a specific job within the course, from clarifying terminology to investigating a question.

The core learning library

Format	Educational role / complete core library
Popular FAQs	700 answers to common questions and points of confusion.
Glossary	350 plain-language definitions to clarify unfamiliar terms.
Lesson Briefs	60 AI-generated audio conversations in which two voices recap lesson essentials.
Facts & Myths	Supported facts and explanations that examine common misconceptions.
Nano Tips	150 short reminders and practical considerations.
Bookmarks	300 curated routes to further information and original sources.
Live Charts	36 data visualizations connecting concepts with observable activity.
Explainer Videos	26 concept-led visual explanations of mechanisms and processes.
Curated YouTube Picks	60 external videos offering complementary explanations and perspectives.
Knowledge Checks	13 quizzes of 6 questions each: 78 questions across the modules.

Pro and Expert include the complete core library. Free includes selected resources. These are course-wide quantities, not amounts included in every module.

Choose a format around the learning task
Start with the lesson, clarify unfamiliar terms with the glossary, review a relevant brief or video, and use the module knowledge check to identify gaps. These are complementary options rather than a requirement to consume every resource.

05 | THE EXPERT HUB

Go deeper with Expert

Eleven additional resource types support study, research, discovery and interpretation of data.

Expert adds the complete Hub to the full Masterclass and core library. Free and Pro provide preview access. Choose Expert when the learner can identify additional tools or sources they expect to use.

Resource	Quantity	How it can help
Interactive flashcards	500	Practice recall and revisit difficult concepts.
Visual learning library	800 items	Inspect diagrams, infographics and visual explanations.
Podcasts	25 episodes	Listen to focused, single-voice educational briefings.
Industry reports	250	Explore institutional and industry research.
Crypto whitepapers	200	Examine original project documents and designs.
DYOR research framework	75 points	Organize questions and record research gaps.
Events and conferences	100	Discover gatherings and check official event details.
Social Media Hub	200 sources	Explore curated channels and publications.
VC investor directory	300 firms	Explore blockchain, crypto and fintech investors.
Google Search Trends	50 searches	Compare public search interest over time.
Live market tools	9	Explore data displays, indicators and calculators.

Pro already includes the complete course and core library; Expert adds the full Hub rather than a different core curriculum.

06 | PLANS AND ACCESS

Match the plan to the learner

Free introduces the foundations. Pro completes the course. Expert adds full study and research resources.

Access	Free	Pro	Expert
Course access	3 modules 35+ lessons	13 modules 150+ lessons	13 modules 150+ lessons
Core library	Selected access	Complete	Complete
Knowledge checks	Included modules	Full course	Full course
20-question practice exam	Not included	Included	Included
Expert Hub	Preview	Preview	Full access
Final exam & certificate	Paid plan required	Optional paid add-on	Optional paid add-on

Subscription or one-time access

Pro and Expert offer subscriptions billed every 3, 6 or 12 months, plus a one-time lifetime option. A displayed monthly equivalent is not monthly billing: the selected period is charged upfront. Subscriptions renew unless cancelled; lifetime access has no subscription renewals and is subject to platform availability under the terms.

Use the current pricing page and checkout to confirm the total charge and terms; eight currencies are supported. Paid course plans include a seven-day money-back guarantee. Cancellation stops future renewal, with access until the paid period ends; it does not automatically refund unused time.

> **Keep access and billing separate**
> The plan determines the learning material available. The chosen billing period determines when the learner pays and how long each payment covers. Explain both before recommending a purchase.

07 | LEARNERS AND CERTIFICATION

Fit the offer to the learner

Begin with the person's learning goal, then explain the access and assessment conditions that matter.

Learner need	What may be relevant
Beginners and students	A clear starting point, unfamiliar vocabulary and a sequence connecting the foundations.
Professionals and teams	A shared foundation for discussing blockchain applications, terminology and risks.
People who hold crypto	Stronger understanding of custody, keys, security and the underlying technology.
Research-oriented learners	Additional study tools, source material and research resources through Expert.

Match the curriculum to the learner's goals and leave the decision with them.

Optional assessment and CPD certificate

Pro and Expert learners, including lifetime customers, can buy the final exam separately. The included 20-question practice exam supports preparation.

> **Passing the final exam earns the credential**
> The final exam has **100 multiple-choice questions**, an **80% pass mark** and **unlimited resits**. Passing earns a CPD-accredited certificate recording **25 CPD hours**. Buying course access or the exam does not itself award the certificate.

Passing earns a PDF certificate. Learners can request an NFT version on Polygon as an additional delivery format; it is the same credential and assessment.

08 | THE AFFILIATE OPPORTUNITY

Why join the affiliate program?

Introduce suitable learners to Blockready and earn commission on eligible purchases attributed to you.

The affiliate program suits creators, educators, newsletter writers, bloggers, reviewers, community organizers and professionals whose audiences have a real reason to understand crypto. You choose how to explain its relevance through your own content and conversations.

Benefit	What it means in practice
30% commission	Earn 30% on valid purchases across all paid Blockready offers. Subscription commission continues on successful eligible payments while the referred customer remains subscribed.
Two referral tools	Use tracked links to guide a learner to a relevant page, or a personalized coupon that can independently attribute an eligible purchase.
A free entry point for learners	The Free plan lets your audience examine the teaching approach before deciding whether paid access is relevant.
A portal for your account	Find referral tools, review recorded performance and commission information, and check available program announcements.
Practical support	Use promotion guidance, downloadable references, content prompts and messaging frameworks. Contact support when a detail needs clarification.

Joining and participating

The program is free to join. Registration is automatically accepted and provides access to the portal and referral tools, subject to eligibility and the Affiliate Policy. Individuals must be at least 18 or the legal age of majority in their jurisdiction, whichever is higher. A person registering a business must have authority to act for it. Participation is available worldwide except where prohibited by law.

Affiliates act independently and must keep account and payout details accurate. They cover promotional expenses unless Blockready agrees otherwise in writing, and remain responsible for their own tax obligations. Sales and income are not guaranteed; results depend on audience fit, content, attributed purchases and compliance.

> **Before you use your referral tools**
> Read the current Affiliate Policy. Registration, portal access, use of a referral link or code, or other participation constitutes acceptance. This guide summarizes the program and does not replace or amend the agreement.

09 | YOUR REFERRAL TOOLS

Links, coupons and attribution

Choose the tool that fits the learner's next step and the format in which you are communicating.

Your affiliate share link

A referral link sends someone to an available Blockready destination while allowing Kajabi to record the referral. The link attribution window is 90 days from the qualifying click. Link tracking depends on a supported checkout in the same browser, with the relevant cookie available.

Last-click attribution matters: a later click on another affiliate's link can change the recorded referral. Blocked or deleted cookies, browser changes, device changes and other technical restrictions can interrupt link attribution. The window is an attribution condition, not a guarantee that every later purchase will be credited.

Your personalized coupon

The code gives customers 10% off paid Blockready offers. For subscriptions and payment plans, the discount applies to the **first payment only**. For a one-time purchase, it applies to that eligible purchase. A correctly applied affiliate code can attribute an eligible purchase independently of the browser cookie; a referral-link click is not also required.

You can request a custom coupon name. If links and coupons point to different affiliates, Kajabi's recorded attribution controls under the policy, except where there is a clear, demonstrable system error. Do not assume one tool always overrides another.

Situation	A useful approach
Explain or compare	Link to a relevant page, such as the course outline, when the learner wants details.
Explore before paying	Use the available free-access destination when the learner wants to try the foundations.
Speak or present	A memorable coupon can be useful in a podcast, live discussion or video.
Offer both when helpful	A link can guide the next step and a coupon can explain the discount. Both are optional tools, not a guarantee of attribution.

Customer discount and affiliate commission are separate
The customer's 10% subscription discount ends after the first payment. Your 30% commission can continue on later successful eligible subscription payments. Explain each on its own terms.

10 | COMMISSION AND PAYOUTS

Commission and payout timing

Commission is calculated on valid, eligible payments after any discount and reviewed before approval. Free access itself carries no purchase commission.

Purchase type	Commission treatment
One-time purchase	30% once on the eligible completed payment, including lifetime access or a separately purchased final exam.
Subscription	30% on each successful eligible payment while the customer remains subscribed. Commission follows the actual billing interval; annual billing does not create monthly renewal commission.

Illustrative calculation
An eligible $100 USD payment before discount becomes $90 after a 10% coupon. At 30%, commission is **$27**. A later eligible $100 subscription renewal with no discount earns **$30**. These figures illustrate the calculation, not actual prices or an earnings forecast; approval conditions apply.

Approval and the monthly payout schedule

Blockready reviews payment status, attribution, refund or chargeback status and compliance before approving commission. An amount shown in your dashboard is not necessarily immediately payable.

Approved commission from the previous calendar month is paid on the 25th when the approved balance reaches **$50 USD or equivalent**. Smaller approved balances carry forward. For example, commission approved in March is paid on April 25 if the threshold and payout conditions are met.

Binance Pay is preferred; PayPal is supported. Keep your payout details complete, accurate and current. Missing, inaccurate or unsupported details can prevent payment until resolved.

What can change a commission balance?

Cancelling a subscription stops future renewals; it does not by itself undo a previous valid payment. Failed or unpaid transactions generate no successful-payment commission. Fully refunded or charged-back transactions are ineligible; partial refunds can reduce the related commission proportionately.

Fraudulent, duplicate, self-referred or otherwise ineligible transactions are not payable. If paid commission relates to a later reversed or ineligible transaction, Blockready may deduct it from future commission or reclaim it. Disputed commission may be withheld during investigation.

11 | PROMOTION IN PRACTICE

Make a useful recommendation

A clear recommendation begins with a learner's question and gives them a relevant next step.

Start with a small promotion brief

Identify the audience, one question they need answered, the useful contribution your content will make, and a suitable next step. A beginner asking how wallets work needs a different explanation from a professional comparing learning plans.

Choose a format you can sustain

Use an educational article, newsletter, video, honest review, resource page or relevant community conversation where promotion is permitted. Distinguish what you have personally used from what you know through published product information. Review only the parts you have actually explored.

> **A natural recommendation with a visible disclosure**
> "If you want a structured introduction to blockchain, cryptocurrencies and Bitcoin, you can explore Blockready's three free modules. My affiliate link takes you to the available free-access page. I may earn commission if you later make an eligible purchase through my referral."

Place disclosure close to the recommendation, link or code and make it noticeable in the actual format, including video, audio or live content. Follow applicable advertising, privacy and platform rules; a sample disclosure does not guarantee compliance in every context.

Keep claims and presentation accurate

Explain plan access, billing intervals, first-payment discounts and the optional exam clearly. Use current brand materials and preserve important qualifications. Do not promise profits, affiliate income, jobs or universal certificate recognition, invent scarcity, use fake reviews, or imply official spokesperson status.

Know which activities need written permission

Obtain prior written permission for coupon/deal/cashback/loyalty or incentivized sites, public coupon directories or click-to-reveal codes, direct affiliate links in paid advertising, brand-term bidding or confusing brand identifiers, sub-affiliate arrangements, and material changes to supplied assets. Proportionate resizing that preserves meaning is permitted under the policy.

Prohibited conduct includes spam, impersonation, deceptive tracking, forced clicks, bots, cookie stuffing, self-referrals, fraudulent purchases and unauthorized commission-funded incentives. Do not ask customers to replace accounts to create a new commission, or misuse customer data or third-party content. Check the current policy before publishing.

After publishing, review observed results alongside time and costs. Dashboard records have attribution limits; test a focused change and avoid treating a small sample as proof of future income.

12 | RESOURCES AND NEXT STEPS

Your resources and next step

Explore first if you are considering the program. If you have joined, prepare one useful recommendation.

Considering joining?
Explore the free modules and course outline. Consider whether the product answers questions your audience actually asks. Read the Affiliate Policy, then create your free affiliate account when the fit is clear.

Already an affiliate?
Log in, locate your links and coupon, confirm payout details, and explore relevant product material. Choose one learner question, draft a recommendation, check the facts and disclosure, and select a manageable first action.

Practical references you can return to

Keep the affiliate downloads available on the platform: **Course Syllabus; Affiliate Quick-Start Checklist; Program Snapshot Card; Promotion Dos and Don'ts; Content Ideas Cheat Sheet; Messaging Guide; Links vs Coupons Decision Guide.** They support curriculum checks, preparation, wording and referral-tool decisions.

Downloaded copies do not update automatically. Check the affiliate downloads on the platform for newer versions, and verify current product and program information before publishing or refreshing a promotion.

A referral appears to be missing?

Check the date, link or code used, likely checkout route and available dashboard information before assuming a cause. Contact support with your affiliate account email, the question, relevant dates, offer and referral-tool details. Share only information needed and lawfully available; redact unrelated personal data and never send passwords, private keys or recovery phrases.

Useful links

What you need	Where to go
Join the program	blockready.com/affiliate_users/sign_up
Affiliate portal	blockready.com/affiliate_users/sign_in
Course and plans	Course outline | Current pricing | Course guide
Terms and support	Current Affiliate Policy | support@blockready.com

One useful next action: decide what you need to understand or prepare next, then use the relevant resource or contact support. Keep the current Affiliate Policy available when preparing and maintaining promotions. Program terms can change; this guide does not replace the agreement.