

The Founding Affiliate Playbook: How to Promote DealTeamSix

Five ready-to-film video formats, in the order to make them, with titles, hooks, and calls to action.

You don't need a sales pitch, a funnel, or an editing suite. The fastest way to earn with your referral link is to show real estate agents something real: you, using the tool, on an actual market, getting actual output, and reacting to it the way you'd react in front of a colleague.

This is the exact strategy DealTeamSix's own homepage runs on. Go look at dealteamsix.ai: the centerpiece of the page is a four-step chain of real, unedited screenshots showing Atlas finding a market signal in Tampa, Orion turning it into a campaign, Nova writing the scripts, and Lyra adapting it to what's trending. Visitors can tap any screenshot to see the full untrimmed chat. Nothing staged, nothing mocked up. Your videos should do the same thing in motion: real screen, real city, real output.

Before you record anything

Your referral link. It's in your welcome email and on your affiliate dashboard, and looks like dealteamsix.ai/signup?ref=YOURCODE. Every signup that clicks through it is tracked to you automatically. You earn 40% (\$18.80 per month) for every referral who becomes a paying subscriber, for as long as they stay subscribed. Free trials count once their first payment goes through.

Screen recording. On desktop, use whatever you have: Loom, OBS, QuickTime, or Windows Game Bar (Win+G). On your phone, the built-in screen recorder works fine. Vertical format performs best on TikTok and Reels; if you record your desktop screen, plan to crop or zoom into the chat panel when you edit.

The disclosure. Include one honest line in every caption: "I earn a commission if you sign up through my link." It takes three seconds, it's required by FTC rules for US audiences, and it protects the trust that makes your recommendation worth anything in the first place.

One rule for everything below: always use a real city, ideally yours or one your audience cares about. "Watch AI analyze the Tampa market" stops the scroll. "Watch AI analyze a market" doesn't.

Sell the problem, not the software

The oldest rule in software sales still wins: people don't buy features, they buy relief from a pain they already feel. Your audience's pain is specific and you know it better than anyone, because you coach them through it: content takes hours they don't have, they post in bursts then go silent for two weeks, and they watch competitors who post daily win listings they should have gotten.

So open every video with the pain, not the product. "I used to spend my Sunday nights writing posts for the week" beats "check out this AI tool" every single time. The structure that works is problem, agitate, solve: name the pain, let it sting for a sentence, then show the screen recording that makes it disappear. Every video in the playbook below is built on that spine.

Show the "aha" in the first minute

SaaS companies obsess over one metric: how fast a new user reaches the moment where the product's value clicks. Industry data shows most trial users who quit do so within the first couple of days, usually because they never hit that moment. Your video's job is to deliver the aha secondhand, before they ever sign up, so they arrive already knowing what to do.

That means: don't tour the interface, don't explain all six agents, don't show settings. Show one agent producing one piece of output for one real city, start to finish. The viewer should think "that took two minutes and I could film that script today." That thought is the sale. The trial just confirms it.

You are the social proof

A testimonial from a real person converts better than any ad, and video testimonials are among the highest-converting content in software marketing. Here's the thing: your screen-recording videos ARE testimonials. You're a working coach (or agent) showing a tool you actually use on your actual market. Don't undercut that by sounding like a commercial. First person, specific numbers, honest reactions, including moments where you'd tweak the output before using it. "I'd cut this line, but the hook is better than what I would've written" is more persuasive than five superlatives, because it proves a real professional evaluated it.

The video playbook

Five videos, in the order I'd make them. Each includes title options, an opening hook for the first three seconds, what to show, and the exact call to action. Every one closes on the same offer: the free 7-day trial through your referral link.

Video 1: The Market Snapshot Reaction

The easiest one to make and the best one to start with.

Title options:

- I Asked AI What's Really Happening in [City] Real Estate
- This AI Analyzed the [City] Market in 90 Seconds
- [City] Agents: Have You Seen These Numbers?

Hook (first 3 seconds): "I just asked an AI to analyze the [City] market, and I was not ready for this."

What to show: Open Atlas, ask for a market snapshot of your city, and screen record the response coming in. React out loud to the numbers that surprise you: days on market, the percentage of listings with price drops, whatever jumps out. Your genuine reaction is the content. Forty-five to ninety seconds total.

Call to action: "Any agent watching can run this on your own city right now. DealTeamSix gives you a free 7-day trial of the whole six-agent team, and if you cancel during the trial you won't be charged. My link is in my bio, and yes, I earn a commission if you join."

Video 2: One Stat Becomes a Script

This is the homepage proof chain, live and in motion. If a viewer has seen the site, your video confirms it. If they haven't, your video sends them there.

Title options:

- Watch One Market Stat Become a Complete Video Script
- From Raw Data to Ready-to-Film in Under 5 Minutes
- This Is How Smart Agents Never Run Out of Content

Hook: "This one statistic is about to become a complete video script. Watch."

What to show: Ask Atlas for one interesting signal about your market. Copy it, open Nova, paste it, and ask for a video script based on that signal. Show both screens back to back, sped up through the typing. End with the finished script filling the frame long enough to read the hook line.

Call to action: "That took me four minutes. Free 7-day trial, link in bio, cancel during the trial and you pay nothing. I earn a commission if you sign up, and I'd use this either way."

Video 3: I'm Filming What the AI Wrote

The proof-of-usability video. Anyone can show impressive text on a screen; this shows the text actually works.

Title options:

- An AI Wrote This Listing Script. I'm Filming It.
- I Let AI Write My Entire Listing Video
- Every Word of This Video Was Written by My AI Team

Hook: "An AI wrote every single word I'm about to say."

What to show: Get a POV listing walkthrough script from Nova for a real property or price point in your market. Then read it on camera, either at an actual listing or straight to camera. Cut in a quick flash of the Nova chat so viewers see where it came from.

Call to action: "If you film listings, this just saved you the hardest part. Seven days free, full team, link in bio. Commission disclosure applies."

Video 4: The Trend Report

Title options:

- The 3 Video Formats Crushing It on Real Estate TikTok Right Now
- Stop Guessing What to Post. This AI Tracks It for You.
- What's Working on Real Estate TikTok This Week, According to AI

Hook: "There are three formats blowing up on real estate TikTok right now, and an AI just adapted all three to my market."

What to show: Ask Lyra what's trending in real estate short-form content and have her adapt it for your city. Screen record the answer and talk through the one you'd actually film.

Call to action: "She does this on demand, any market, any week. Free trial link in my bio. I earn a commission if you join."

Video 5: The One That Works While You Sleep

The advanced entry, best after your audience has seen one or two of the others.

Title options:

- My AI Found a Viral Format While I Slept
- Your Competition Has a Team Watching Trends 24/7. Do You?
- I Woke Up to a Finished Script Based on a Trend I'd Never Heard Of

Hook: "Monday morning, my AI flagged a viral TikTok format I'd never seen. By the time I finished breakfast, it had written my version."

What to show: Nova's Daily Intel briefing on screen: the trend it flagged, then the one-click "Yes, Let's Do This," then the original localized script it produced. This is the "how is this different from ChatGPT" video: ChatGPT waits for you to think of something; this shows up every morning with what's working.

Call to action: "Free 7-day trial of the whole team, link in bio. Commission disclosure applies."

Handle the credit card objection before it's raised

The trial asks for a card up front. Some viewers will hesitate at that, so take it off the table yourself instead of letting it kill the click: say plainly, "cancel anytime during the trial and you won't be charged." Software companies use card-up-front trials precisely because the people who do sign up are serious, and serious signups are what pay you. Naming the objection out loud reads as honesty; hoping nobody notices reads as a trap.

The coach's edge: walk them through the first session

This is the single highest-leverage thing in this entire guide, and it's something only you can do. Industry data consistently shows that trial users who get a human assist convert at roughly three times the rate of users left alone, and that most people who abandon a trial do it in the first two days. You're a coach. Assisting people through their first steps is literally your profession, and every assist is money in your pocket.

The play: when a student or follower tells you they signed up, don't say congrats and move on. Give them one specific first task: "Open Atlas and ask for a snapshot of your city, then send me what it says." That one instruction gets them to the aha moment on day one instead of never. Then check in around day 3 with "what have you made with it so far?" and again around day 5 with "trial's almost up, want help getting a week of content out of it before you decide?" Three touches, a few minutes each, and your conversion rate on referred trials will embarrass every passive affiliate in the program.

If you run a coaching group, go one further: host a 20-minute "set it up together" session for everyone who signed up that week. Group onboarding is the same three-touch play at scale.

Production tips

Keep videos between 45 and 90 seconds. Vertical beats horizontal everywhere except YouTube proper. You don't need your face on camera for videos 1, 2, 4, and 5; a voiceover on a screen recording works fine, though a small face bubble reacting in the corner performs better. Batch record: one session with the agents can produce material for three videos. And don't over-edit; slightly rough reads as more real, and real is the whole pitch.

Where to post, and how often

Wherever your audience already trusts you: your TikTok, Instagram, YouTube, your coaching newsletter, or inside your own coaching community. Two to three videos a week for a few weeks beats six videos in one day, because repeated light exposure builds familiarity and most people need to see an offer several times before acting. Rotate the five formats so your feed doesn't feel like a campaign.

Caption template

"I asked my AI real estate team what's happening in [City] right now. This is the actual output, no editing. Any agent can try the full six-agent team free for 7 days, and if you cancel during the trial you won't be charged: [your link]. I earn a commission if you sign up."

Adjust the first sentence to match the video; keep the trial terms and the disclosure in every version.

What not to do

Don't promise income results to people who sign up; you don't control their business. Don't imply you work for DealTeamSix unless you do. Don't buy followers or run paid ads to your affiliate link without checking with us first. And don't oversell: the tool's output is the pitch. Show it honestly and let agents draw their own conclusion, because the ones who convert that way stay subscribed, and that's what pays you every month.