THE SIMPLE GUIDE SERIES

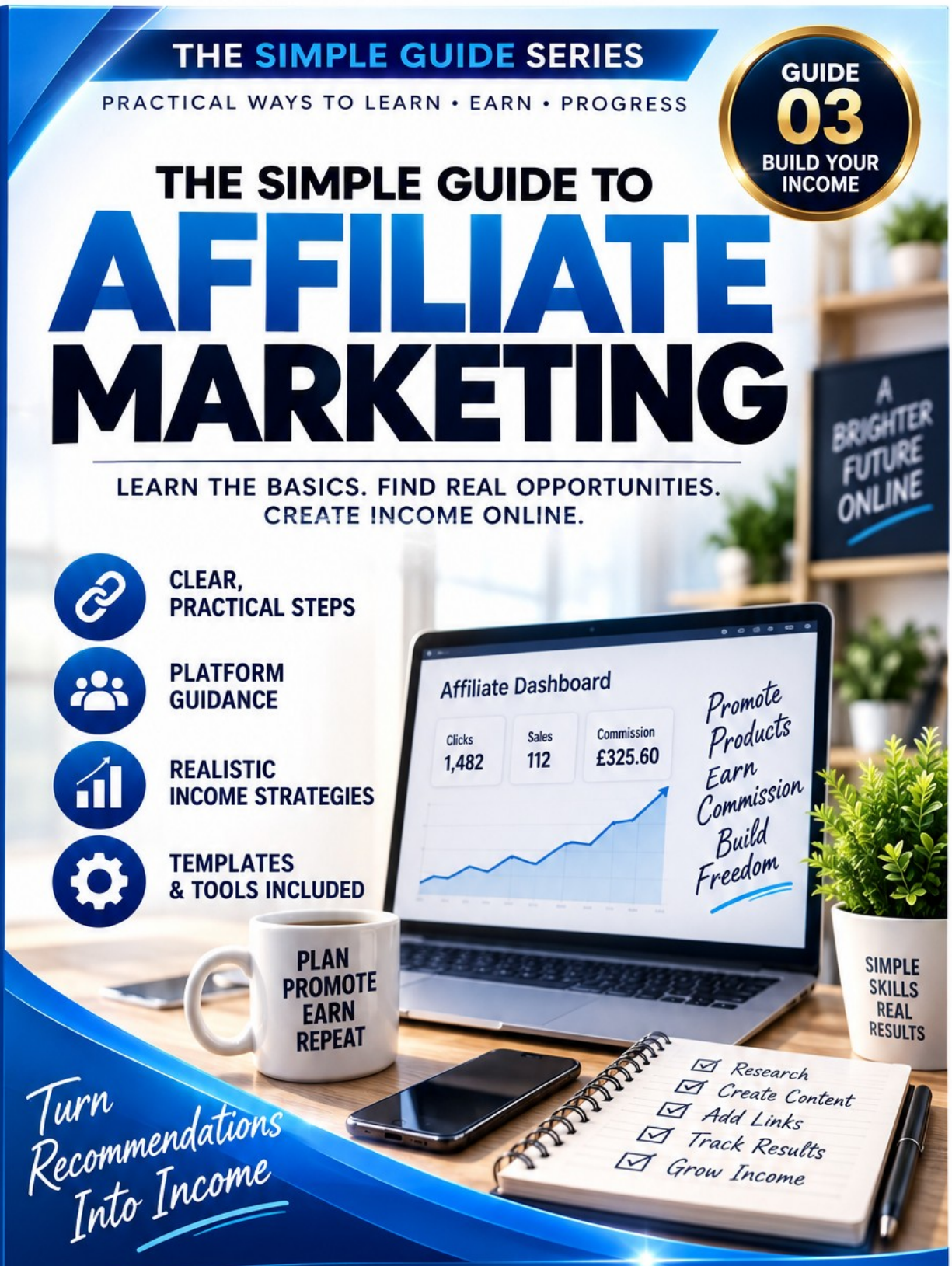
PRACTICAL WAYS TO LEARN • EARN • PROGRESS

GUIDE 03 BUILD YOUR INCOME

THE SIMPLE GUIDE TO AFFILIATE MARKETING

LEARN THE BASICS. FIND REAL OPPORTUNITIES.
CREATE INCOME ONLINE.

- CLEAR, PRACTICAL STEPS
- PLATFORM GUIDANCE
- REALISTIC INCOME STRATEGIES
- TEMPLATES & TOOLS INCLUDED



Turn Recommendations Into Income

STEP-BY-STEP | EASY TO FOLLOW | GET RESULTS | MORE OPPORTUNITIES

THE SIMPLE GUIDE TO AFFILIATE MARKETING

THE SIMPLE GUIDE SERIES

Contents

PART 1	What Affiliate Marketing Actually Is
PART 2	Choose an Audience, Problem and Product Category
PART 3	Find and Assess Affiliate Programmes
PART 4	Create Content That Makes Recommendations Useful
PART 5	Links, Landing Pages and the Customer Journey
PART 6	Grow by Learning From the Numbers
PART 7	Your 30-Day Affiliate Launch Plan
PART 8	How Affiliate Commissions Work
PART 9	Your First £1, £100 and £500
PART 10	Social Media, Websites, Email and Search
PART 11	UK Money, Tax and Advertising Basics
PART 12	The Affiliate Marketing Toolkit
PART 13	Your 90-Day Next-Step Plan

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PART 2 — Choose Your Audience & Product

4. Start with a problem, not a commission rate

A high commission on something nobody needs is not a good starting point. Begin with a real audience problem and ask what products or services genuinely help.

The three-filter test

- Relevant: it fits the audience and the problem.
- Useful: it genuinely helps somebody make a better decision.
- Defensible: you can explain honestly why you recommend it.

5. Define one useful audience

Avoid 'everyone'. A clearer audience makes recommendations easier. 'People buying laptops' is broad. 'Freelancers choosing a first laptop under £700' gives you much more direction.

6. Choose a product category

Pick a category you can explain, compare, demonstrate or research responsibly. Do not claim expertise or personal results you do not have.

EXAMPLE

Audience: first-time home workers. Problem: choosing an affordable desk setup. Category: practical equipment you can compare honestly.

Worksheet — Your affiliate proposition

I create useful content about:

_____

_____

For people who:

_____

_____

The problem I help them solve is:

_____

_____

_____

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PART 4 — Create Useful Affiliate Content

9. Useful first, link second

The content should make sense even if the affiliate link disappeared. Teach, compare, demonstrate, review, solve a problem or help somebody make a decision.

EXAMPLE: USEFUL AFFILIATE CONTENT

Problem: choosing a beginner microphone. Content: compare three price points, explain the trade-offs, show who each suits, then provide the relevant links.

10. The hook

The hook should connect to a genuine buying question or problem, not manufacture urgency or make claims you cannot support.

- Before you buy ___, check these three things.
- Who is ___ actually best for?
- I compared ___ with ___.
- What I like - and don't like - about ___.
- Is ___ worth the money?
- Three mistakes beginners make when choosing ___.
- Who should NOT buy ___.

11. Deliver the value quickly

Explain the useful information before pushing the link. If the content promises a comparison, give the comparison. If it promises a demonstration, show the result clearly.

12. Use a simple structure

THE U-R-A STRUCTURE

USEFUL: solve the audience problem. RECOMMEND: explain the relevant option honestly.
ACTION: give a clear next step only when it makes sense.

13. Calls to action without sounding desperate

A call to action can be 'check the full comparison', 'see the current details', 'save this checklist' or no call to action at all. Do not make every post a sales pitch.

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PART 7 — Your 30-Day Affiliate Launch Plan

The aim is not to fill the internet with links. It is to build a small, trustworthy affiliate system and gather enough evidence to decide what deserves more effort.

DAY	ACTION	DONE
1	Choose your audience and the problem you want to solve.	☐
2	List 10 buying questions. Note what people need to know.	☐
3	Choose one product category for your first test.	☐
4	Research five products. Note price, benefits and limits.	☐

Days 5–15 are in the full guide

Get the complete 30-day plan with all 30 steps, plus extra tips, templates and checklists.

UNLOCK THE FULL GUIDE

Toolkit — Click & Conversion Tracker

POST	VIEWS	CLICKS	CTR	CONV.	PENDING £	PAID £	LESSON

Weekly review

My best post was:

_____

_____

I think it worked because:

_____

_____

My weakest post was:

_____

_____

One thing I will test next week:

_____

_____

One topic I should repeat:

_____

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