

FREE BEGINNER GUIDE · AFFILIATE MARKETING

Affiliate Marketing *Made Simple*

A plain-English starter kit: how affiliate marketing works, how to pick a niche and honest products, what content to create, and a 30-day plan to begin.

6

steps from idea to first link

10

red flags to avoid bad offers

30

day beginner action plan

How affiliate marketing works

You recommend a product you trust using a special tracking link. When someone buys through your link, the seller pays you a commission, and the buyer pays the same price.

1. You share

A helpful article, video, or email with your affiliate link



2. They click

A reader visits the seller's site through your link



3. They buy

The link's tracking cookie records the sale



4. You earn

The seller pays your commission, usually monthly

Affiliate link

Your unique tracking link to a product. It records the sales you refer.

Commission

Your share of each sale: a percentage or a fixed amount.

Cookie window

How long after a click a purchase still counts for you, such as 30 or 60 days.

Affiliate network

A marketplace connecting you with many sellers, like ClickBank or Awin.

Niche

The specific topic you focus on, such as home gardening or budget travel.

Disclosure

A clear note telling readers you may earn from a link. Required by law in many countries.

What's good about it

- ☐ Low cost to start
- ☐ No products to create or ship
- ☐ Flexible hours, from anywhere

The honest truth

- ☐ It usually takes months, not days
- ☐ You need consistent, helpful content
- ☐ Most beginners earn little at first

Example: how a commission adds up

You write a helpful review of a \$40 online course that pays a 50% commission. If 1,000 people read it, 30 click your link, and 2 of them buy, you earn $2 \times \$20 = \$40$. The same article can keep earning for months as new readers find it. Real numbers vary widely by niche, product, and traffic.

Pick a niche you can stick with

A focused niche makes everything easier: you know what to write about, who you're writing for, and which products fit. The best niche sits where your interest, real demand, and products to promote overlap.

The niche test: answer "yes" to all four

1. **Interest:** could I happily create 50 pieces of content about this?
2. **Problems:** do people search for solutions, advice, or reviews in this area?
3. **Products:** are there quality products with affiliate programs?
4. **Focus:** is it specific enough? ("Indoor plants for beginners," not just "home")

Broad area	Focused niche examples
Home	Small-space organizing · power outage readiness · indoor plants
Hobbies	Beginner piano · home baking · fishing for beginners
Learning	Learning Spanish for travel · online courses for seniors
Business	Tools for freelancers · email marketing for small shops
Pets	Training a new puppy · cat care for first-time owners

My 3 niche ideas

Write three, then run each one through the four-question test.

My chosen niche and ideal reader

"I help [who] with [what problem]."

Find honest products to promote

Your reputation is your most valuable asset. Only promote products you'd recommend to a friend, ideally ones you've used or researched carefully.

Where to look	What you'll find
Amazon Associates	Almost any physical product. Trusted by buyers, but commission rates are fairly low.
ClickBank	Digital products like courses and ebooks, often with higher commissions. Quality varies, so check carefully.
Awin, Impact, CJ	Large networks with well-known brands in many niches.
Direct programs	Many software and online tools run their own programs. Look for "Affiliates" or "Partners" in a site's footer.

10 red flags: skip the offer if you see...

- ❗ "Get rich quick" promises
- ❗ Fake countdown timers
- ❗ Miracle health or money claims
- ❗ "Secret" methods nobody can explain
- ❗ No refund policy
- ❗ No real company or contact details
- ❗ Fake or unverifiable testimonials
- ❗ Very high refund rates
- ❗ Sales pages that are suddenly offline
- ❗ Products you'd be embarrassed to recommend

Check links regularly: products get discontinued. Test the affiliate links on your site and in your downloads every few months, and replace any that stop working.

Want a guided start? the free Affiliate Marketing Course walks you through choosing a niche and finding offers, step by step. [Join the free course →](#)

5 questions before you join a program

- ☐ Would I buy this myself?
- ☐ Is the sales page honest?
- ☐ What's the commission and cookie window?
- ☐ Is there a clear refund policy?
- ☐ Does it fit my niche and readers?
- ☐ Are the program's rules OK for my traffic?

Create content that helps first

People don't click affiliate links because you posted them. They click because your content answered their question and the product is a natural next step.

Content type	Example	Why it works
How-to guide	"How to start a vegetable garden on a balcony"	Builds trust and traffic
Product review	"[Product] review: who it's for, pros and cons"	Reaches ready buyers
Comparison	"[Product A] vs [Product B]: which is better?"	Helps people decide
Best-of list	"7 best beginner keyboards under \$200"	Popular in search
Free download	A checklist or guide with helpful links inside	Grows your email list

An honest product review outline

1. **Quick verdict:** who it's for, and who should skip it
2. **What it is:** a plain description, price, and what's included
3. **Pros and cons:** real ones, including the downsides
4. **Alternatives:** one or two other options and when they're better
5. **Your recommendation** with your affiliate link and a clear disclosure

My first 5 content ideas

Where to place your links

- ☐ Where the product is naturally mentioned in your text, not every paragraph
- ☐ A clear button after your recommendation or verdict
- ☐ In a short comparison table near the top for quick readers

Your 30-day starter plan

Pick one main traffic source and one platform. Doing one thing well beats doing five things poorly.

Free traffic

- ☐ **Search (SEO):** slow to start, lasts for years
- ☐ **YouTube:** great for reviews and tutorials
- ☐ **Pinterest:** strong for home, food, and hobbies
- ☐ **Email list:** the audience you own

Paid traffic

- ☐ Fast, but you can lose money quickly
- ☐ Learn the free methods first
- ☐ Check each ad platform's affiliate rules
- ☐ Start with a small, fixed test budget

Week	Focus	Done
Week 1	Choose your niche, join 1–2 affiliate programs, and set up a free website or blog	☐
Week 2	Publish 2 helpful how-to articles and add a privacy policy and disclosure page	☐
Week 3	Publish your first honest review or comparison and add an email sign-up form	☐
Week 4	Share your content on one platform, then plan next month's 4 articles	☐

Always disclose: place a clear note such as "This post contains affiliate links; I may earn a commission at no extra cost to you" near your links, not hidden at the bottom. In the US, this is an FTC requirement, and many other countries have similar rules.

Track these numbers monthly

- ☐ Visitors to your site
- ☐ Clicks on affiliate links
- ☐ Email subscribers
- ☐ Sales and commissions

YOUR NEXT STEP

Learn it step by step, free

This guide gives you the map. If you'd like a structured course that walks you through each step in order, with lessons you can follow at your own pace, here's a free place to start.

FREE COURSE

Start the free Affiliate Marketing Course

Beginner-friendly

Starts from zero, with no tech or marketing experience needed.

Step-by-step modules

Short lessons you can follow in order, at your own pace.

Practical

Focused on real actions: choosing offers, creating content, building traffic.

Free to start

No credit card needed to join the course.

[Join the free course →](#)

Disclosure: this free course is offered through IncomeJets.com, a sister site of MyInfoLabs.com. Optional paid programs may be offered later; you're never obligated to buy anything. Results depend entirely on your own effort, and no income is guaranteed.

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