

01 / CHOOSE YOUR STARTING POINT

Affiliate Site Starter Kit

Turn one useful idea into a researched niche, a content plan, and a launch you can actually complete.

How to use this workbook

Print these pages or use the editable text templates in the download. Finish one worksheet at a time. Record sources and uncertainties; an empty answer is a research task, not a reason to guess.

Your first milestone

Choose one audience, compare three relevant programs, and plan four useful content pieces. This kit helps you make decisions; it does not guarantee approval, traffic, or income.

I want to help this specific person:

Solve this problem or complete this task:

I can realistically spend this many hours each week:

My first review date and the output I want to finish:

The sequence: research > compare programs > plan content > build > publish > review.

02 / VALIDATE THE IDEA

Niche scorecard

Compare your confidence in an idea. Scores organize your thinking; they do not predict profitability.

Score each criterion 0 = unknown or absent, 1 = partial evidence, 2 = supported evidence. Attach a source or observation to every score.

Niche statement: I help [person] do [task] despite [constraint].

Repeated audience problem: score __ / 2 | Evidence / source / date:

Clear purchase decision: score __ / 2 | Evidence / source / date:

Suitable affiliate programs: score __ / 2 | Evidence / source / date:

Access to original evidence: score __ / 2 | Evidence / source / date:

A realistic way to reach the audience: score __ / 2 | Evidence / source / date:

Decision: continue, narrow, investigate, or stop

Total __ / 10. Do not let the total hide a missing requirement. Resolve weak product fit, unverifiable claims, or program ineligibility before committing.

03 / COMPARE THE OPPORTUNITY

Affiliate program worksheet

Complete a copy for each of three candidates. Use official terms and mark missing information as unknown.

Product / program / official URL / date checked:

Audience fit, limitation, and evidence I can provide:

Eligibility, application status, and supported countries:

Qualifying action / commission basis / recurring duration:

Attribution window / exclusions / reversals / payment timing:

Allowed channels, asset permissions, and tracking options:

Questions to resolve / alternative product / next action:

04 / GIVE EVERY PAGE A JOB

Content brief

Plan one answer at a time. Keep the reader, evidence, and next action connected.

Reader and the exact question this page answers:

Working title and intent: learn / compare / evaluate / use:

Main answer and what makes this useful:

Original evidence, source links, and claims still to verify:

Relevant product, limitation, and disclosure placement:

Internal links, distribution channel, and next action:

Owner / draft date / publish date / review date:

05 / PLAN A MANAGEABLE MONTH

30-day content plan

Four substantial pieces is an example cadence. Reduce the workload to fit your time and research needs.

Week 1: Research + foundational guide

Choose the audience, collect evidence, and answer a core question.

Topic / evidence / channel / date / next action:

Week 2: A useful demonstration

Show one task with your own screenshots, footage, or observations.

Topic / evidence / channel / date / next action:

Week 3: A decision-focused comparison

Compare relevant options with consistent criteria and limitations.

Topic / evidence / channel / date / next action:

Week 4: Follow-up + review

Answer a real follow-up question and review early audience response.

Topic / evidence / channel / date / next action:

Days 29-30: decide what comes next

Which work was useful? What remains uncertain? Choose one improvement and one next topic.

Early traffic is a learning signal, not an earnings forecast.

Six prompts worth keeping

Replace the bracketed fields with your notes. Check the output before using it. Never supply private data or credentials.

Niche research

Group these anonymized audience questions by problem and buying stage. Cite the supplied note IDs. List disagreements and evidence gaps. Do not invent demand figures or customer quotes.

Program comparison

Extract eligibility, qualifying action, commission basis, attribution, exclusions, payout terms, and channel restrictions from these official notes. Cite the source for each field; use not found for omissions.

Content brief

Create a brief answering [question] for [audience], using only these notes. Include the main answer, evidence required, limitations, relevant internal links, and one next action. Flag unsupported claims.

Faceless video

Adapt this verified guide into a short voiceover outline. Preserve the limitation and affiliate disclosure. Identify shots needing original footage. Do not invent personal experiences or product capabilities.

Editorial review

Audit this draft against the supplied evidence. List unsupported statements, confusing passages, missing limitations, and disclosure issues. Suggest precise corrections without adding new facts.

Weekly analysis

Analyze this dated aggregate report. Show formulas, missing data, and sample-size limits. Separate observations from hypotheses. Suggest one reversible improvement per priority page.

Launch checklist

Work through this list before inviting readers. Check each program's current requirements for your actual setup.

- ☐ The homepage explains who the site helps and where to begin.
- ☐ The initial articles contain original, checked, useful information.
- ☐ About, contact, disclosure, and privacy information match the site.
- ☐ Navigation, article links, downloads, and any forms work.
- ☐ Pages are readable on phone and desktop and usable by keyboard.
- ☐ Titles, headings, canonicals, images, and descriptions are appropriate.
- ☐ Approved affiliate links use the required tracking and permitted placements.
- ☐ Commission relationships are clearly disclosed near recommendations.
- ☐ Paid / affiliate links carry appropriate technical link attributes.
- ☐ Measurement events are checked without prohibited self-purchases.
- ☐ Public search access is enabled if intended; private pages stay private.
- ☐ A backup exists, and someone knows how to update content and links.

Remaining blockers / owner / target date:

08 / MEASURE WHAT HAPPENED

Weekly review

Use one reporting period. Keep clicks, attributed actions, pending commissions, approved commissions, and paid amounts separate.

Review period / page or content item / channel:

Relevant visits: ____ Affiliate clicks: ____ Attributed actions: ____

Pending: ____ Approved: ____ Paid: ____ Direct costs: ____

Keep the arithmetic honest

Click rate = affiliate clicks / relevant content visits x 100.

Reported conversion = attributed actions / affiliate clicks x 100.

Commission contribution = approved commissions minus recorded direct costs.

Use comparable periods and definitions. A zero denominator means no rate. Contribution is not total business profit.

Observation: What can the data actually tell me?

Hypothesis: What might explain it? What else could explain it?

One change / date made / next review / decision:

09 / MAKE IT EASIER TO RECOMMEND YOU

Creator + brand readiness

Prepare a useful sample of your work before pitching. Affiliate commissions and fees for deliverables are separate arrangements.

The audience I serve and the value I provide:

Three strong content examples with URLs:

Relevant audience evidence with source and date:

One brand-fit idea and the deliverables I could create:

Questions about scope, usage rights, revisions, timing, and payment:

Pitch the work accurately

Use real audience figures and original samples. Label unpaid concept work. Do not imply prior partnerships, product testing, or results you cannot substantiate.

10 / KEEP THE WORK MOVING

Your next useful step

Finish one small deliverable, then decide whether you need feedback, more evidence, or a different direction.

This week I will finish:

The evidence or feedback I need:

What would make me continue, revise, or stop?

Keep learning

[Follow the Niche to Launch roadmap](#)

[Browse the resource library](#)

[Explore weekly one-on-one coaching](#)

References for the checks

Consulted October 1, 2026. These worksheets are original educational exercises; terms and guidance may change.

[FTC disclosure guidance](#)

[Google guidance on affiliate link attributes](#)

[Google guidance on high-quality reviews](#)