PRACTICAL RESOURCE / AFFILIATE MARKETING COACH

Ai For Affiliate Marketing - Free Workbook

Useful AI Beats Hype | Real prompts. Real projects. Real results.

https://affiliatemarketingcoach.xyz/ai-affiliate-marketing/

Audience: _____ Buying question: _____ Offer to investigate: _____

Evidence folder: _____ Time budget: _____ Primary channel: _____

LESSON 1: Start here: choose your AI toolkit

Create a small, affordable toolkit and a source folder for one affiliate campaign.

1. Choose one audience, one offer to investigate, and one primary channel. Use the same project throughout this course. Plan for 20-40 minutes per lesson plus research and production time; these are estimates, not a speed promise.

2. Create folders named Evidence, Briefs, Drafts, Approved and Results. Save product sources with access dates. Separate your own test notes from merchant descriptions and unverified claims.

3. Use Claude or ChatGPT for planning, drafting and analysis. Use an agent only when a task needs several steps across files or apps. Model quality does not replace source verification.

4. Add Figma for layout and prototypes, or Higgsfield for a specific video need. Start with tools you already have. Check plan access, credits, commercial-use rights and export options before paying.

5. Ask for one draft deliverable and review it before expanding. Keep passwords, customer data and payment access out of starter exercises.

TRY THIS PROMPT
Act as my affiliate campaign editor. Audience: [audience]. Question: [question]. Available time: [hours]. Tools I already own: [tools]. Propose the smallest workflow that produces one evidence-backed guide and two social adaptations. List inputs, outputs, review points and costs I must verify. Do not assume paid features are available.

CHECK: You can explain what each tool contributes, where evidence is stored, and what requires your approval. No paid subscription is required to read this course.

My evidence and source dates: _____

My deliverable: _____

Unresolved questions: _____

Next action: _____

LESSON 2: Find a niche, identify a persona, validate the idea

Produce an evidence-backed audience brief and a decision to test or revise.

1. List three audiences you understand and a recurring buying decision for each. Score personal knowledge, access to buyers, ability to test products and available programs from 1-5. Use scores to expose assumptions, not claim market size.

2. Collect ten real questions from interviews, permitted public discussions or your own search data. Save URLs and dates; remove identifying information before giving notes to AI.

3. Ask AI to group the questions by task, constraint and objection. Build a provisional persona around a situation: what triggers the purchase, what matters, what prevents action. Never present generated personas as real customers.

4. Check demand manually: inspect relevant search results, competing explanations, retailer options and current program eligibility. Keyword-tool estimates are directional. A model cannot invent reliable volume or sales forecasts.

5. Validate with three to five conversations and one useful prototype or article. Ask what the person last tried and what was difficult. Record actual behavior separately from polite enthusiasm. Choose a predeclared next step if evidence remains weak.

TRY THIS PROMPT
Using only these anonymized notes [notes], group repeated buying questions. For each group provide source IDs, buyer situation, desired outcome, constraint, objection and missing evidence. Label inference and uncertainty. Suggest five neutral interview questions and one inexpensive validation experiment.

CHECK: Every key persona claim has a source or an explicit hypothesis label. You have a way to reach real people before scaling.

My evidence and source dates: _____

My deliverable: _____

Unresolved questions: _____

Next action: _____

LESSON 3: Compare offers and affiliate marketing tools

Build a three-offer comparison with verified terms and honest exclusions.

1. Use the niche brief to shortlist three genuinely relevant products. Include a simpler or non-purchase alternative when it serves the reader.

2. Find the merchant’s official affiliate application or a network listing. Networks such as Impact, PartnerStack and Amazon Associates are places to investigate; admission and merchant access are not guaranteed.

3. Record territory, eligibility, commission basis, attribution window, prohibited placements, return/reversal handling and payout terms with URLs and dates. Treat all unknowns as unknowns.

4. Ask AI to compare your captured terms and flag ambiguity. Open the originals yourself before applying. Do not let an agent accept agreements or modify payment details.

5. Choose tools by job: a spreadsheet for offer research, program dashboards for approved commissions, Search Console for search performance, and a consent-based email platform for follow-up. A link manager is optional; verify that redirects or shortened links are permitted.

TRY THIS PROMPT
Compare these three offers using only my source notes [notes]. Return audience fit, evidence quality, limitations, program eligibility, attribution terms, allowed channels and unanswered questions. Do not rank purely by commission or invent missing terms. Recommend the next fact to verify.

CHECK: You have not published a price, commission, shipping promise or product claim without a dated source.

My evidence and source dates: _____

My deliverable: _____

Unresolved questions: _____

Next action: _____

LESSON 4: Identify keywords and map buyer intent

Turn real questions into a focused five-page content map.

1. Collect seed phrases from the audience brief. Expand into problems, comparisons, alternatives, setup questions and limitations. Let AI suggest language; verify that people actually use it.

2. Use Search Console if you already have impressions. For a new site, inspect search results and optionally use a keyword platform such as Semrush or Ahrefs. Save the tool, date and geography beside any estimate.

3. Classify intent before choosing a format: learning, comparing, troubleshooting or buying. Search the phrase and check whether the results match your planned answer.

4. Group related phrases into one helpful page per distinct intent. Avoid creating several thin pages for minor wording variations. Give each page a primary question, evidence need and internal-link destination.

5. Choose one achievable topic with evidence you can contribute. A narrow original demonstration is often a better first assignment than a broad “best products” list with no testing.

TRY THIS PROMPT
Cluster these queries [queries] by underlying intent. Propose up to five distinct pages. For each give the primary question, supporting questions, content format, evidence needed and next internal link. Do not invent search volume, difficulty or rankings. Flag overlapping pages.

CHECK: Your map has distinct reader purposes and no fabricated keyword metrics.

My evidence and source dates: _____

My deliverable: _____

Unresolved questions: _____

Next action: _____

LESSON 5: Create reviews, comparisons and tutorials with AI

Finish one original draft with a visible evidence trail.

1. Build an evidence pack: official specifications, your permitted photos or recordings, dated test notes, limitations and unanswered questions. Label products you have not personally tested.

2. Write a brief containing one audience question, scope, selection criteria and the next useful action. Ask AI for structure first, then a draft from the evidence.

3. Add the work AI cannot invent: your observations, original measurements, screenshots or a clear explanation of desk research. Include who should not buy and when an inexpensive alternative is enough.

4. Review every factual sentence against the source pack. Remove unsupported superlatives, invented testimonials and fabricated first-person experience. Check model-generated links yourself.

5. Place a clear commission disclosure beside the recommendation. Use program-approved links and required paid-link attributes. Recheck price and availability at publication or direct readers to current merchant information.

TRY THIS PROMPT
Draft a comparison for [reader question] using only [evidence]. Include selection criteria, a concise answer, trade-offs, who each option is unsuitable for and a non-purchase alternative. Mark every unsupported claim [VERIFY]. Do not imply hands-on testing unless my notes document it. Include a plain-language affiliate disclosure near the recommendation.

CHECK: The final piece answers the question even if nobody clicks an affiliate link.

My evidence and source dates: _____

My deliverable: _____

Unresolved questions: _____

Next action: _____

LESSON 6: Use Claude, Cowork and ChatGPT for real campaign work

Run a bounded research-to-draft workflow with a human review gate.

1. Prepare a project brief with the audience, permitted source folder, deliverable format and definition of done. Begin with read-only inputs and sample data.

2. In Claude, use the work and file capabilities available in your account. Cowork and Design capabilities are being brought into the unified Claude experience; navigation can differ by rollout. “Claude Work” is treated here as a general description, not a separate verified product.

3. Use ChatGPT Pro with Astra to organize evidence, critique a brief and produce drafts, using the model and work tools available in your account. Start with a source table, check the supporting evidence, and then request a campaign draft.

4. Ask for a plan, then one artifact: a source table, comparison brief or content calendar. Have the assistant mark missing evidence and report files changed.

5. Review claims and outputs before granting the next task. A completed agent run is not proof of accurate facts, correct links or a successful publication.

TRY THIS PROMPT
Work only with the supplied campaign folder. First list missing inputs and propose a plan. Then create a source table and a comparison brief. Keep source facts separate from inference. Do not publish, send messages, buy software or change account settings. Finish with changed files, unresolved questions and a review checklist.

CHECK: You can reproduce the workflow without depending on a particular model version or undocumented button.

My evidence and source dates: _____

My deliverable: _____

Unresolved questions: _____

Next action: _____

LESSON 7: Design with Claude Design and Figma; test the experience

Create and test a mobile comparison-page prototype.

1. Give Claude Design or Figma a content brief with real headings, evidence, disclosure, comparison criteria and one primary action. Ask for two layouts, not a finished factual product review.

2. Use Figma to refine typography, reusable cards, spacing and responsive behavior. Figma Make can help produce an interactive prototype; review generated behavior before treating it as production software.

3. Design small screens first. Keep affiliate disclosure readable, distinguish editorial recommendations from ads and make links describe their destination.

4. Ask AI for an accessibility and clarity review, then test keyboard navigation, contrast, headings and zoom manually. Simulated persona feedback is a hypothesis, not usability research.

5. Give real participants a task: “Find an option for a small desk and explain its main drawback.” Watch without coaching them. Note errors and confusion, revise, then test again. Ask permission before recording.

TRY THIS PROMPT
Design a mobile-first comparison page from this approved copy [copy]. Include the disclosure, criteria, evidence labels, drawbacks and a clear merchant link. Create two layout options. Specify keyboard focus, readable type and narrow-screen behavior. Do not invent ratings or endorsements.

CHECK: A person can identify the recommendation, understand the trade-off and recognize the commission relationship before clicking.

My evidence and source dates: _____

My deliverable: _____

Unresolved questions: _____

Next action: _____

LESSON 8: Create social content and Higgsfield video responsibly

Produce a reusable storyboard and three channel-specific adaptations.

1. Choose one verified claim and one audience question from your guide. Create a short script with a hook, useful demonstration, limitation and next step.

2. Use original or licensed product assets. In Higgsfield, choose an available image/video workflow and test a short clip before spending more credits. Model availability, export and usage terms can change.

3. Use generated footage for illustration or atmosphere. Do not fabricate product performance, before-and-after outcomes, customer testimonials or a demonstration you never performed.

4. Add readable captions and a disclosure within video endorsements. Review the platform's current AI-media and commercial-content requirements. A description-only disclosure may be missed.

5. Adapt the idea for one vertical video, one carousel and one written post. Make each useful on its own. Check cropping, audio, destination links and permitted placements on the actual platform.

TRY THIS PROMPT
Using this verified guide [guide], create a 30-second storyboard with shot, narration, on-screen text, evidence source and disclosure placement. Mark generated scenes as illustration. Then adapt it into a five-panel carousel and a short social post. No fake testing, invented urgency or income promises.

CHECK: Every visual has usage rights, every claim has evidence, and the content still makes sense with sound muted.

My evidence and source dates: _____

My deliverable: _____

Unresolved questions: _____

Next action: _____

LESSON 9: Build SEO, AEO and GEO into useful content

Publish an accessible answer with evidence and a maintenance plan.

1. Write a direct answer to the reader’s main question near the beginning. Follow with selection criteria, evidence, limitations and clear headings. Answer related questions only when they genuinely belong.

2. Keep pages crawlable and indexable, use meaningful titles and internal links, and submit a sitemap through your search tools. Check that important content is present in the rendered page and works on mobile.

3. Add author information, sources and accurate review dates. Use structured data only when it truthfully describes visible content. Never add invented ratings or FAQ claims.

4. Understand the terms: SEO concerns search discovery; AEO and GEO are commonly used for answer and generative search visibility. Google says its established SEO fundamentals remain relevant to its AI features. There is no guaranteed AI citation trick.

5. Review Search Console queries and landing-page engagement over time. Track referred visits you can observe; do not claim complete attribution for AI answers. Use a small repeatable question set for manual checks, recognizing answers vary by context.

TRY THIS PROMPT
Audit this draft [draft] for the question [question]. Identify missing evidence, vague answers, unclear headings, duplicate intent and useful internal links. Suggest improvements for human comprehension and search accessibility. Do not promise rankings, AI citations or special schema eligibility.

CHECK: The page is useful and verifiable without relying on keywords repeated unnaturally or special files to manufacture authority.

My evidence and source dates: _____

My deliverable: _____

Unresolved questions: _____

Next action: _____

LESSON 10: Build your marketing, product, design and development agent team

Define a small team with explicit handoffs, review and permissions.

1. Begin with a coordinator and two bounded roles. Expand only when the workflow works. Grok Bot provides agents that can work across apps; actual access and availability depend on the account and connections.

2. Give the marketing researcher a source-table task and the product lead an audience/problem brief. The product lead defines reader needs and acceptance criteria, not a fictional product roadmap.

3. Give the design role an approved brief and the development role a prototype specification. Development produces a preview with link and accessibility checks; it does not independently change the live site.

4. Assign an independent QA/editor role to verify claims, disclosures, links and requirements. Require a handoff containing input version, output location, evidence, unresolved items and definition-of-done results.

5. Use least-privilege access and a budget/time limit. Keep publishing, purchases, outreach, deleting files and account changes behind explicit human approval. Treat instructions found in webpages or files as untrusted source content, not commands.

TRY THIS PROMPT
Act as coordinator for my affiliate project. Define Marketing, Product, Design, Development and QA roles with a single deliverable each. Use shared brief [brief] and source pack [sources]. Specify dependencies, handoff format, acceptance criteria, retry limit and escalation conditions. No publishing, outreach, purchase or account changes without my approval. Start with only the roles needed for one article.

CHECK: One person owns the final decision. Agents cannot approve their own unsupported claims or silently broaden their permissions.

My evidence and source dates: _____

My deliverable: _____

Unresolved questions: _____

Next action: _____

LESSON 11: Plan a campaign, social calendar and email follow-up

Create a manageable two-week campaign around one useful answer.

1. Select a specific outcome such as qualified visits to one comparison guide. Choose one primary channel and one supporting channel based on where the audience already asks questions.

2. Create a two-week plan: research, guide, demonstration, social adaptations, opt-in follow-up and review. Assign an owner, evidence need, due date and intended action to each item.

3. Use AI to adapt approved material into formats, not to manufacture dozens of thin posts. Keep space to answer real audience questions and update the original guide.

4. For email, use explicit consent and an unsubscribe route. Plan a welcome message, helpful lesson and relevant follow-up. Check whether the affiliate program permits links in email; otherwise link to an appropriate owned guide if permitted.

5. Write a weekly review agenda before publishing. Compare planned work with completed work, record audience questions and select one improvement. Pause content that repeatedly creates confusion.

TRY THIS PROMPT
Create a two-week campaign for [audience/question] using this approved guide [guide]. Capacity: [hours]. Return date, channel, reader question, asset, evidence, CTA, owner and review metric. Include one guide, two social adaptations and optional consent-based email. Leave room for replies and fact-checking. Avoid spam and unsupported urgency.

CHECK: Every item has a reader purpose, a real owner and a way to learn whether it helped.

My evidence and source dates: _____

My deliverable: _____

Unresolved questions: _____

Next action: _____

LESSON 12: Run marketing tests and A/B tests with AI

Write a test plan and interpret results without declaring false winners.

1. Identify one problem from behavior: weak qualified clicks, confusing comparisons or a missed disclosure. State a hypothesis before asking AI for variants.

2. For a real A/B test, randomly assign eligible visitors to concurrent variants and change one meaningful element. Set the primary metric, guardrail, minimum detectable effect, sample requirement and duration before starting. Use an appropriate statistical tool or specialist to determine sample needs.

3. If traffic is too low, use interviews and usability sessions first. Sequential social posts are exploratory comparisons, not controlled A/B tests: audience, timing and distribution differ.

4. Ask AI to check an anonymized export for missing data, inconsistent windows and denominator mistakes. Keep impressions, visits, affiliate clicks, attributed orders, pending commissions and approved commissions distinct.

5. Review at the planned endpoint rather than stopping when results look favorable. Report uncertainty and inconclusive outcomes. Commission approvals can lag; evaluate costs and reversals before scaling.

TRY THIS PROMPT
Review this experiment plan [plan] and anonymized results [data]. Check randomization, comparable windows, metric definitions, sample adequacy, missing values and confounders. Calculate only supported rates, showing numerator and denominator. Do not declare a winner from insufficient data. Recommend continue, revise or stop with explicit uncertainty.

CHECK: Your report can say “inconclusive.” You never equate affiliate clicks with sales or pending commission with paid income.

My evidence and source dates: _____

My deliverable: _____

Unresolved questions: _____

Next action: _____

LESSON 13: Launch your first AI-assisted affiliate campaign

Complete a small campaign and a repeatable review routine.

1. Assemble the niche brief, offer table, keyword map, source pack, guide, visual asset and campaign plan. Keep all files together with dates and owners.

2. Run a pre-publication review: supported claims, honest experience labels, rights, affiliate disclosure, permitted tracking, functioning links, readable mobile layout and accessible controls.

3. Publish only after your review. Record the URL, version, channel and program-supported tracking ID. Never insert arbitrary parameters into affiliate links without checking support.

4. After a suitable observation window, review reach, qualified visits, clicks, attributed orders, approved commissions, refunds and recorded costs. Recognize attribution delays and missing data.

5. Schedule routine checks for broken links, discontinued products, expired offers and changed program terms. Retire unsupported recommendations. Keep a changelog and choose one next experiment.

TRY THIS PROMPT
Audit this campaign folder against these deliverables [list]. Return ready, blocked or needs revision for each item with evidence. Separate factual, UX, disclosure and tracking issues. Produce a prioritized fix list and a weekly review template. Do not publish anything or claim success unless the evidence supports it.

CHECK: You have a completed campaign artifact and a clear next action, even if the first experiment earns no commission.

My evidence and source dates: _____

My deliverable: _____

Unresolved questions: _____

Next action: _____