BONUS GUIDE 01

AFFILIATE MARKETING

Earn by recommending tools and products you truly love, honestly and without ever showing your face.

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WELCOME

Affiliate marketing is a simple idea: you recommend a product, share a special link, and earn a commission when someone buys through it.

It fits beautifully alongside your own digital products. You are already sharing helpful tips with your audience; affiliate links let you earn from the tools you mention anyway.

This guide walks you through how it works, how to choose products you can stand behind, and how to share them without feeling salesy.

> **A QUICK NOTE**
>
> Commissions vary and are never guaranteed. Always follow each program's rules and the disclosure laws where you live.

Warmly,

The Ghost Growth Lab team

HOW AFFILIATE MARKETING WORKS

1. **You join a program**
   A company or network approves you and gives you a unique link.
2. **You share the link**
   In a post, Story, email, blog, or Pinterest pin.
3. **Someone clicks and buys**
   A small tracking file (a cookie) remembers that they came from you.
4. **You earn a commission**
   Usually a percentage of the sale, paid monthly once you reach a minimum.

KEY WORDS TO KNOW

Term	Meaning
Commission	What you earn per sale (a percentage or a set amount)
Cookie window	How long after a click a purchase still counts
Recurring	You earn every month the customer stays subscribed
Payout threshold	The minimum you must earn before you get paid

WHERE TO FIND PROGRAMS

Start with tools you already use. Many have their own affiliate program; look for an "Affiliates" or "Partners" link at the bottom of their website.

Type	Examples	Good for
Your own tools	Canva, systeme.io, email tools	Natural, honest recommendations
Big networks	Amazon Associates, ShareASale, Impact	Lots of choice in one place
Digital products	Other creators' courses	Audiences who love learning

Program terms change, so read each one before you join.

CHOOSING THE RIGHT PRODUCTS

- [ ] I have used it myself, or I know it well.
- [ ] It truly helps my audience with a real problem.
- [ ] It fits my brand and niche.
- [ ] The company has good reviews and treats customers well.
- [ ] The program terms are clear and fair.

Three tools or products I already use and could recommend:

SHARE WITHOUT BEING SPAMMY

- Lead with help. Show how you use the tool, then share the link.
- Make tutorials: "How we design our planners in Canva" with your link at the end.
- Add tools to a "Resources we love" page or freebie.
- Mention them naturally in your weekly email.
- Pin helpful how-to graphics on Pinterest that link to your tutorial.

> **ALWAYS DISCLOSE**
>
> Tell people when a link is an affiliate link. A simple line works: "This is an affiliate link, which means we may earn a small commission at no extra cost to you." Being upfront builds trust.

AVOID THESE COMMON MISTAKES

- Promoting too many products at once.
- Recommending things you have never tried.
- Making income or results promises.
- Forgetting to check your links still work.

YOUR AFFILIATE PLAN

The first program I will apply to:

Where I will share it (post, email, resource page):

My disclosure sentence:

MONTHLY TRACKER

Product	Clicks	Sales	Earned

RECOMMEND WITH HEART.

The best affiliate marketing is simply being helpful. Share what you love, be honest, and the trust you build will grow your whole business.

QUESTIONS? WE ARE HERE.

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With you every step,
The Ghost Growth Lab team