

FREE SAMPLE — CHAPTER ONE

The Real Affiliate Content Problem

This is the complete first chapter of **Earn Before You Earn**, exactly as your affiliates receive it. Nothing removed, nothing shortened.

Read it before you decide whether to license the rest.

CHAPTER 01

The Real Affiliate Content Problem

IN PLAIN LANGUAGE

Most affiliate content does not fail because the creator forgot to mention the product. It fails because no one decided what the customer needs to understand, believe, or do before the content was made.

By the end of this chapter: You will be able to spot the missing decision in an affiliate brief and give each piece of content one clear job.

TEACHING

Here's What Actually Gets Handed Off

A brand sends a box, a discount code, and three bullet points: clean ingredients, loved by thousands, use code SAVE20. That's the brief. The affiliate posts something. It gets some views. Almost nobody buys.

The brand assumes the content failed. The affiliate assumes the algorithm buried it. Neither one is asking the actual question: what was this piece of content supposed to help someone decide?

TEACHING

A Brief Is Not a System

Claims, links, and codes are ingredients. They are not a process for turning a stranger into a customer. Without a process, every affiliate fills that gap differently — some read the bullet points on camera, some ignore the brief entirely, and the brand gets inconsistent content it can't evaluate or improve.

KEY IDEA

A product handed to an affiliate without a decision process becomes content without a job.

The fix isn't a longer brief. It's a shared way of thinking about what any piece of affiliate content is actually supposed to earn.

TEACHING

The Same Seven Decisions, One Level Removed

Every customer moves through the same seven decisions before they buy anything, from anyone: Attention, Understanding, Belief, Recognition, Lower Hesitation, Offer Relevance, Action.

The difference with affiliate content is distance. The affiliate didn't build the product, doesn't set the price, and often doesn't fully control the claims. They're earning these seven decisions on behalf of a brand they don't own — which is exactly why a shared process matters more here, not less.

A mid-size skincare brand's typical affiliate brief

What they send: Product photos, three approved bullet points, a 20% discount code, and a posting deadline.

What's missing: Which customer this is actually for, what hesitation stops that customer from buying, and what decision this specific post is supposed to move.

The bullet points are facts about the product. None of them are a plan for earning a stranger's trust.

► YOUR TURN

Pull up the most recent affiliate or creator-partner brief your business issued or reviewed. Circle anything in it that tells the creator what decision the content needs to earn — not what to say, what to help someone decide.

If nothing is circled, that's the gap this system is built to close.

WHAT DID THIS CHAPTER EARN?

Look at your own last affiliate brief. What decision was it actually trying to move — and could you tell that from the brief alone?

WHAT THIS CHAPTER GAVE YOU

- A clear name for the actual problem: briefs that specify claims but not decisions.
- The seven decisions, understood as the shared job of any affiliate content, regardless of who created it.
- A real audit of one of your own briefs, showing exactly where the gap is.

Next: before any content gets made, the customer has to be defined — not just the product.

WHAT HAPPENS NEXT

One method.
Every affiliate.
One standard.

That was one chapter of ten, and two worksheets of thirteen. The full curriculum and workbook are licensed for your affiliate program - used inside your company, under your brand.

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