

FREE SAMPLE — THE WORKSHEETS

What an affiliate actually fills in.

Two real worksheets from the **Earn Before You Earn** workbook — first blank as your affiliates receive them, then filled in against an example product so you can see what comes out the other side.

Brand Messaging Intake

Capture what the brand has actually given you before planning anything. This is the input every other tool in this workbook depends on.

PRODUCT NAME

APPROVED CLAIMS / BULLET POINTS (LIST EXACTLY AS GIVEN — USE EXTRA LINES AS NEEDED)

RESTRICTIONS — ANYTHING EXPLICITLY PROHIBITED OR REQUIRING REVIEW

REQUIRED DISCLOSURES (MATERIAL RELATIONSHIP, COMMISSION, PLATFORM REQUIREMENTS)

DISCOUNT CODE / LINK

CAMPAIGN DATES / POSTING WINDOW

SOURCE DOCUMENTS (LINKS TO BRIEF, APPROVED-CLAIMS LIST, BRAND GUIDELINES)

QUICK CHECK

Does this brief tell you what decision the content is supposed to earn? If not, that’s the gap Chapter 1 addresses.

Brief Audit Tool

Check whether a real brief specifies a decision, or only specifies claims.

Element of the Brief	Claim or Decision?

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?

FILLED IN — EXAMPLE

Brand Messaging Intake

The same worksheet as the blank page before this one, completed for an example skincare product.

PRODUCT NAME

Vitamin C Renew Serum, 15% L-ascorbic acid, 30ml

APPROVED CLAIMS — EXACTLY AS GIVEN

- Brightens dull skin in 4 weeks
- Vegan and cruelty free
- Dermatologist tested

RESTRICTIONS

No before-and-after photos. Do not say "clears acne" or name any skin condition. Any claim not on the approved list needs written review first.

REQUIRED DISCLOSURES

#ad in the first line of the caption. Say "paid partnership" out loud on camera. Commission relationship disclosed in the video, not only the caption.

CODE / LINK • POSTING WINDOW

GLOW20 — 20% off • Post between March 4 and March 15

FILLED IN — EXAMPLE

Brief Audit Tool

Every line of the brief, sorted into one of two columns. This is the moment a brand usually sees the problem for the first time.

ELEMENT OF THE BRIEF	CLAIM OR DECISION?
"Brightens dull skin in 4 weeks"	Claim
"Vegan and cruelty free"	Claim
"Dermatologist tested"	Claim
"Use code GLOW20"	Claim
"Post by March 15"	Claim
Who this serum is for	Missing
What stops that person buying	Missing
What this post should help them decide	Missing

WHAT THIS CHAPTER EARNED

Five claims. Zero decisions. The brief was complete and still gave the affiliate nothing to aim at — which is the gap the rest of the system closes.

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.

LICENSE	AFFILIATES	PRICE
Starter	Up to 10	\$2,500 - \$250 each
Growth	Up to 25	\$4,000 - \$160 each
Scale	Up to 50	\$7,500 - \$150 each
Larger programs	More than 50	Let's talk

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