

A dog is lying down, looking towards the camera. In the background, a laptop screen displays a social media planner. The planner has a grid with dates and the text 'SOCIAL MEDIA PLANNER' is visible. The dog's head is partially obscured by a large pink semi-circle.

The Affiliate Marketing Side-Hustle

A decorative graphic consisting of three overlapping chevron arrows pointing to the right, with the innermost arrow being black and the others in shades of pink and red.

START-UP GUIDE

**AN INTRODUCTORY STEP-BY-STEP GUIDE TO START
GENERATING SALES FROM AFFILIATE MARKETING**

**INCLUDES WORKSHEETS TO FIND YOUR NICHE!*

RANDIPIERCE.COM

Your Professional Niche

Briefly describe your professional expertise

As a [title], I help [this niche of people] overcome [this challenge] to achieve [this goal]...

Describe in detail your people niche

My people niche are typically [gender] ranging in ages [age/generation] who hold [this position/management level] and struggle with [common challenge(s)] on their path to achieving [this/these goal(s)]... Don't be afraid to highlight personal traits, backgrounds, and other commonalities.

Additional target market details

Are they male or female?

How old are they?

Single? Married? Kids?

What do they do for work?

Where do they live?

What worries do they have?

What are they frustrated with?

What are their values in life?

What community events do they attend?

Church, Farmer's Market, Kids Soccer, etc.

Your Professional Niche - Affiliate Links

Professional Resource:	My Unique Affiliate Link:
1.	
2.	
3.	
4.	
5.	

If you're not finding a link that says, "Become an affiliate" or "Refer your friends," in the resource you use, reach out to them! A lot of times professionals can gain access to referral/affiliate commissions by virtue of their professional association or network.

If an affiliate link isn't available, don't worry. You can still share it with your community, it will just take lower priority. Tip: If you can tag the resource in your post, I would recommend doing it regularly, so that resource sees your activity.

*Resources that do not have affiliate programs can turn into branding deals, so never count a non-affiliate resource out of the game.

Your Personal Niche

Briefly describe your personal passion

I love [personal passion] because it gives me a sense of [peace, happiness, creative outlet] during periods when I need to just [relax, rest, create art].

Describe in detail the materials you love to exercise your personal passion, and where you find those materials.

*I prefer [this material] from [this brand] because it [provides this preference or benefit] that provides this [shortcut, additional benefit, higher quality] for [some result]. *Do this for each material you utilize.*

Additional material details

Material detail	Resource you purchase from

Your Personal Niche - Affiliate Links

Personal Resource:	My Unique Affiliate Link:
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WORKSHEET #3

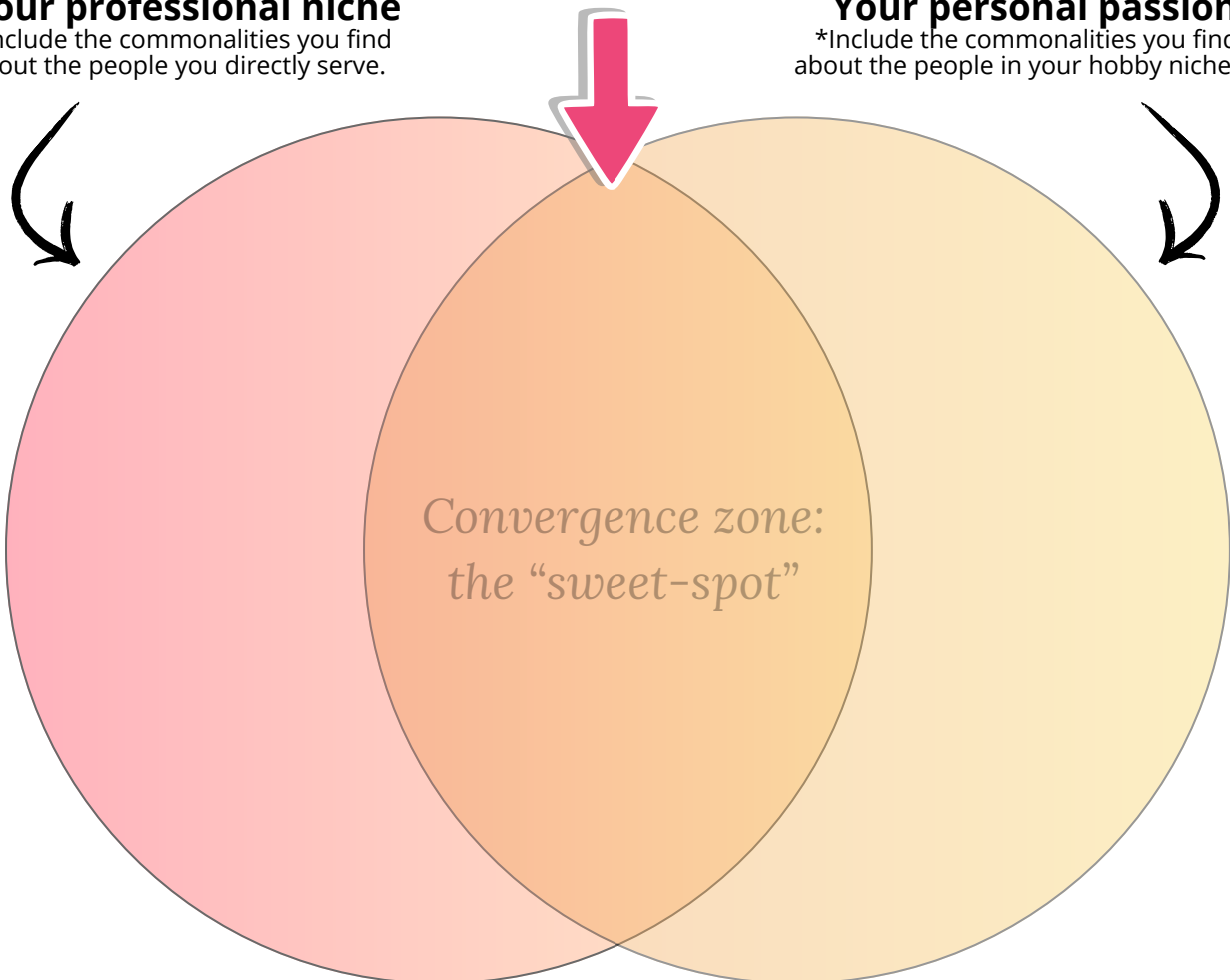
Find the convergence zone of your professional expertise and personal passions.

Your professional niche

*Include the commonalities you find about the people you directly serve.

Your personal passion

*Include the commonalities you find about the people in your hobby niche.



Notes:



Your Niche Is Your Sweet-Spot

Knowing the people you are naturally attracted to – *and who are attracted to you* – eliminates a lot of the overwhelm and anxiety of launching your first online marketing efforts.

Your niche is your sweet-spot, so stay in your lane.

You shouldn't feel like you're having to fight to get people to interact with you.... Let your professional expertise and personal passions lead the way.

Whenever you find yourself getting lost in the weeds, always come back to your niche description. Reading it will ground you and bring you back to center.

Remember, YOU ARE JUST BEING YOU.

Share what you know,
Share what you love,
And remember to include your affiliate links!

Bringing it all together...

Don't overthink this...

Your unique niche will be very much like you and the people you serve and socialize with. This will be your unique “sweet spot” and the people you will want to mentally be speaking to as you’re creating your content.

Example: I’m an HR Specialist who helps beginner Python coders accelerate their learning in ½ the time of traditional education programs, so they can find their dream job faster and at higher salaries. I also happen to love crocheting! I find that almost all of my tech clients share a similar passion for artistic creation through crochet, painting, and pen drawing. Like me, their creative outlet helps balance their lifestyle by creating more “right-brain” space for relaxation and rejuvenation between the demands of their professional careers.

Now it’s your turn...



Your unique niche (the “sweet spot”) where your professional skills converge with your personal passions and includes the people, places, and passions who naturally gravitate to your wisdom and advice.

Social Media Best Practices

In the beginning, don't worry about complex strategies or algorithms – just be you!

There are advantages to creating content calendars and organizing your content sequence, but getting bogged down in the formality of creating and scheduling content slows you down!

For now, just focus on sharing what you know and what you love in the most natural way you can NOW. Building more complex strategies comes LATER.

The goal here is to get you started as soon as possible with affiliate commissions, so take massive action as quickly as you can.

For the first 90 days, focus on these points:

- **Stick to ONE category of resources for 2-4 weeks.** So, choose professional **OR** personal affiliate resources, not both. So, for 2-4 weeks cycle your affiliate resources in reels and posts, with and without photos/videos.
- **Post daily if you can.** This can be a bit tricky when you're still juggling a career, so post before you go to work or when you get home in the evening. Try to do that consistently for a full 30 days. *If you miss days, don't stress! Just pick it up where you left off
- **Use a mix of images, animations and videos.** There's no science to this – for now! Just mix it up based on your motivation level and time availability.
- **Use Canva for design ideas and templates.** Keep it simple. Use a template. Once you find something you like, just duplicate and resize that template for all your posts, so your brand vibe is cohesive.



Social Media Best Practices

- **Add personal touches.** Love Taco Tuesday? Have a dog named Taco? Or maybe, Nacho? Use popular social traditions to create connections with your growing online community.
- **Use text and hashtags.** This one is open to debate, but I personally find that the posts that include text and hashtags perform the best, but your experience may be different. Go with what works best for you.
- **Keep it simple.** Don't do anything too complex in the beginning. I'd rather you focus on **posting frequently with your affiliate links.**

Remember, all we're doing right now is getting you started with earning affiliate commissions. All this involves is sharing your affiliate link inside posts where you are sharing what you know and what you love.

Keep this simple and don't get bogged down...

I created a simple guide on the next page to help you organize social media posts that engage your audience in different ways.

5 Types of Social Media Posts

INSPIRATIONAL

Inspirational content inspires and motivates your audience. It usually consists of quotes or words of motivation.

ENGAGING

Engaging content is all about interaction; it sparks discussions and prompts your audience to engage with the content.

ENTERTAINING

Entertaining content makes your audience laugh. It can include meme-type reels or something relatable with a hint of humor.

PROMOTIONAL

This is where you promote your digital offers. Mix promotional content with a strategic CTA to encourage people to TAKE ACTION on your offer! Showcase your products and guide your audience on the next steps.

EDUCATIONAL

You can always tie educational content to your niche. Ensure that when you present a solution to a problem through education, it sounds natural and easy to understand. Remember that your audience is here to learn from you.

Final Thoughts...

Creating a thriving side-hustle that allows you to exit your corporate career begins with the confidence that YOU CAN DO THIS.

Remember how scary it felt to step into that BIG corporate position? Remember the days when you felt overwhelmed and weren't sure you had what it took to make it big?

YOU DID IT ANYWAY!

Building a successful online business that replaces your corporate salary is no different. It starts with a DESIRE to get tf out and IMMEDIATE NEXT STEPS.

Don't worry about being perfect. Your goal right now is to simply start making affiliate commissions on the things you probably already brag about to friends, family and colleagues.

Like any BIG goal, you chunk it down into DOABLE NEXT STEPS.

Sending you all the love and good vibes,

Randi