Affiliate Promotion Playbook

Your step-by-step guide to earning 24% commissions

1. Get your link

Sign in at your affiliate portal and copy your tracking link. It looks like https://yoursite.com/?ref=YOURCODE.

Every sale that comes through that link is credited to you. Keep it handy.

2. Know what you are promoting

Lunar Site Rescue: website rescue. The free analysis is the entry point, then flat-fee cleanup, repair, redesign, and SEO recovery.

EBPMA: the property-tax exemption. The free qualification checklist is the entry point, then the DIY package, then done-for-you.

You earn 24% on every paid sale, on any product.

3. Step 1 - Make video ads with Zeely

Go to zeely.ai and create a free account.

Start a new video ad and paste a script or the product page URL.

Choose the vertical 9:16 format for TikTok, Instagram Reels, Facebook Reels, and YouTube Shorts.

Generate two to four versions, then keep the best and download it as an MP4.

EBPMA script: "Do you own a $250K+ home? You may qualify for a property-tax exemption most owners never hear about. Take the free qualification checklist and see if your home qualifies."

Lunar Site Rescue script: "Website hacked? Blacklisted by Google? We fix it in minutes, for a flat fee. Get your free analysis now."

4. Step 2 - Make graphics with Canva

Go to canva.com and use a free account.

Pick a Facebook or Instagram post or ad template.

Put one headline and one button on each image, and use the offer wording from step 2.

Download each image as a PNG and use it alongside your video.

5. Step 3 - Build your landing page with Systeme.io

Go to systeme.io and use the free tier.

Create an opt-in funnel with a short headline, one email field, and a button.

Point the button to your affiliate link, or connect the funnel to your email list.

If you prefer to keep it simple, share your affiliate link directly and skip this step.

6. Step 4 - Build your email list with Kit

Go to kit.com and use the free tier (10,000 subscribers).
Create a form and place it on your landing page or social profile.
Write a short welcome email that introduces the offer and includes your affiliate link.
Send the offer again a few days later to the people who did not open the first one.

7. Step 5 - Share everywhere

Post your video and image on social media, in Facebook groups, and on your own channels.
Answer related questions in communities and leave your link where it helps.
Send your link to anyone who already trusts you: past clients, partners, and friends.

8. Compliance - the rules

Promote accurately. Make no false or unapproved claims about the products, pricing, or results.
Keep your monthly activity quota: at least one paid sale per calendar month.
No spam. Only message people who have agreed to hear from you.

9. Commission and payments

Commission is 24% flat on every completed referred sale.
Commissions of $600 or more in a calendar year are reported to the IRS on Form 1099-NEC.
Complete your payment information and agreement in the portal so payments can be made.