

# BEGINNER TOOL STACK

*All the platforms you  
need to start your  
affiliate marketing  
journey*



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### What is in this exclusive guide?

- ✓ The best beginner friendly AI apps
- ✓ The best sales apps
- ✓ The best design tools
- ✓ Mistakes to avoid when selecting tools

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## *Affiliate Marketing Series*

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# AFILLIATE MARKETING BEGINNER **TOOL STACK:** FREE AND PAID

Two stacks — starter and growth — with costs, use cases, upgrade triggers, a complete workflow map, and built-in analytics guide.

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# Tools Don't Make You Money — Execution Does

But the right tools eliminate friction, save time, and increase output quality. This stack is organised by function and tiered by growth stage. Start lean. Use the free starter stack entirely before considering any paid upgrade.

## The Beginner Rule

Use the free starter stack for at least 30–60 days before upgrading anything. Master the basics with simple tools first — then upgrade only when you're generating consistent traffic and revenue. Paid tools don't fix execution problems.

## THE STARTER STACK

*Everything you need to begin. Total monthly cost: \$0.*

TOOL	COST	WHAT IT DOES + WHEN TO USE IT
ChatGPT	Free	Your primary content engine. Generates ideas, hooks, scripts, captions, and bridge page copy. <b>When: Use from Day 1. Free version is sufficient for your first 30–60 days.</b>
CapCut	Free	Best beginner-friendly video editor for short-form content. Auto-captions increase watch time significantly. Available on mobile and desktop. <b>When: Use from Day 1. Edit, caption, and export directly to TikTok.</b>
TikTok or YouTube	Free	Your primary traffic engine. High organic reach, fast feedback loop. Set up your niche bio and start posting. <b>When: Use from Day 1. Post before you feel ready.</b>
Linktree	Free	Your link hub. Set up in 10 minutes. Store your affiliate links clearly with short descriptions. Update as your offers evolve. <b>When: Set up before your first post goes live.</b>
Canva	Free	Design tool for thumbnails, Pinterest pins, and visual content. Thousands of templates. No design skills required. <b>When: Use for all visual assets from day one.</b>

## THE GROWTH STACK

*Upgrade these once you're generating consistent traffic and first commissions.*

TOOL	COST	WHAT IT DOES + WHEN TO USE IT
<b>ChatGPT Plus</b>	<b>\$20/mo</b>	GPT-4o access with significantly better output quality, faster responses, and more nuanced prompt understanding. <b>When: Upgrade when you're using ChatGPT daily for scripting and planning.</b>
<b>Stan Store</b>	<b>~\$29/mo</b>	Replaces Linktree with a full creator monetisation hub. Sell digital products, collect emails, build simple funnels, and host affiliate links from one platform. <b>When: Upgrade when you're ready to sell your own digital products.</b>
<b>Systeme.io</b>	<b>Free → Paid</b>	Full funnel builder, email marketing, and landing page tool. The free plan is robust for beginners. Upgrade when you need advanced segmentation. <b>When: Start on the free plan. Upgrade when list exceeds 2,000 subscribers.</b>
<b>CapCut Pro</b>	<b>~\$7.99/mo</b>	Unlocks advanced editing features, additional templates, and watermark removal. <b>When: Upgrade when video quality becomes a meaningful differentiator for your audience.</b>

## Platform Analytics — Built In and Free

You don't need expensive analytics platforms. Every major social platform provides the data you need at the beginner to intermediate stage.

PLATFORM	KEY METRICS	WHAT TO TRACK WEEKLY
<b>TikTok Analytics</b>	Video views, watch time, audience demographics, traffic sources, follower growth	Which 3 videos had the highest watch time? What hook type led each one?
<b>YouTube Studio</b>	Impressions, click-through rate, watch time, subscriber sources, traffic breakdown	Which thumbnails and titles drove the most clicks? Replicate the pattern.
<b>Instagram Insights</b>	Reach, engagement rate, profile visits, website clicks, audience breakdown	Which content types get the most profile visits? Those drive bio link traffic.

### Check Weekly — Not Daily

Daily analytics fluctuations create noise and anxiety. Review your numbers once per week, on the same day each week. Track trends over 7-day windows, not individual post performance. The pattern across 10 posts tells you far more than any single result.

# Complete Tool Workflow

This is your full business in six steps. No website. No tech team. No significant upfront cost. A clear workflow executed consistently.

STEP	TOOL	WHAT HAPPENS
1	ChatGPT	Generates your content ideas, hooks, scripts, and bridge page copy before you film anything.
2	Your phone or webcam	Record your videos using the ChatGPT scripts as a reference guide. No studio required.
3	CapCut	Edit, add auto-captions, trim dead space, apply transitions, and export in TikTok-ready format.
4	TikTok or YouTube Shorts	Post your content to grow your organic traffic engine. This is where your audience finds you.
5	Linktree or Stan Store	Hosts your affiliate links and digital products. Converts bio traffic into clicks and commissions.
6	Affiliate Platform	Tracks your conversions and pays your commissions. This is where the income lands.

## The Biggest Tool Mistake

Assuming that better tools produce better results. A beginner with a basic stack and consistent discipline will always outperform a sophisticated setup that's never used. Start simple. Execute daily. Upgrade when your income justifies it — not before.

## You have the stack. Now execute it.

Get the TikTok Cashflow Blueprint — the complete system for turning this exact toolkit into a consistent, scalable income stream from short-form content.

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