

How to Make Your First \$100 Online with Affiliate Marketing

A DigiReport. No fluff. No hype. Just Gerald.



Gerald has not made \$47,000 this month.

Neither have we.

But we're working on it.

1: What Is Affiliate Marketing (And How Does the Money Work)?

Affiliate marketing sounds like something a LinkedIn influencer would say right before inviting you to a free webinar that is definitely not free.

It isn't that.

Here's the whole thing in one sentence: you recommend a product, someone buys it, and you get a cut.



You don't make the product. You don't handle payments. You don't deal with angry customers who got the wrong size. Someone else does all of that. Your job is to point people in the right direction and collect a commission when they buy.

Think of it as being that friend who always knows the best restaurant in town. Except in this version, the restaurant pays you every time someone takes your advice. And they never ask you to help them move house in return.

Three people make this work:

The merchant makes the product. Could be an ebook, a software tool, an online course, a physical product, a subscription service - pretty much anything you can buy.

The affiliate (that's you, and also Gerald) recommends the product to people who might want it.

The customer buys the product and hopefully lives happily ever after.

Now, the money part.

When you join an affiliate programme, you get a unique link. It's a normal-looking web address with a small code in it that identifies you. When someone clicks it and buys, the system knows it was you. Your commission lands in your account.

A cookie tracks the click for a set number of days - usually 30 to 60.

Gerald recommended a restaurant to his friend Kevin. He gave Kevin a special card to hand to the waiter. Kevin went three weeks later, handed over the card, and Gerald still got a free dessert. That's how cookies work.

Physical products tend to pay 3% to 10% commission. Digital products - ebooks, courses, software - pay 50% to 75%, because there's nothing to manufacture or ship. A \$97 digital product at 60% commission puts \$58.20 in your pocket. Per sale.

That's why this DigiReport focuses on digital products.

The short version: You recommend products. People buy them. You earn a commission. Digital products pay far better than physical ones.

2: Why Digital Products - And Why the Email List Is the Real Business

Here's something most people get wrong when they start out.

They find an affiliate link, post it everywhere, and wait. Maybe someone clicks it. Maybe they buy. Either way, that person is gone. No name, no email, no way to ever reach them again.

That's not a business. That's a lucky dip.

The real goal of affiliate marketing isn't a single commission. It's to build a list of people who trust you and will buy things on your recommendation. Not once. Repeatedly. For years.

Think about that. One email list of 500 people who trust you is worth more than 50,000 random clicks that go nowhere. You built it once. You can reach those people any time you have something worth sharing.

That's the actual business. Everything else - the Pinterest pins, the articles, the affiliate links - those are just ways to bring people to your list.



Gerald spent three months posting affiliate links directly before someone told him about email lists. "Three months," he said quietly. "Three months."

So why digital products specifically?

Because the commissions are genuinely good. No manufacturing costs, no shipping, no stock. Once a digital product exists, it costs almost nothing to deliver. So merchants share a huge chunk of the sale price with affiliates - 50% to 75% is completely normal.

The make money online niche is also enormous. Millions of people search every day for ways to earn extra income. The products already exist. The buyers are already looking. Your job is to connect the two and capture their email address along the way.

In chapter 3, we'll show you exactly how to do that with a landing page and a free tool called Systeme.io.

The short version: The email list is the real asset. Digital products pay the best commissions. Build the list first. Everything else follows.

3: The Landing Page - And the Free Tool That Builds It For You

Before you pick a product. Before you write a single email. Before you post anything anywhere.

Build your landing page.

A landing page is a simple web page with one job: collect email addresses. You send people there instead of straight to a product. In exchange for their email, you give them something useful for free. A short guide. A checklist. A free report.

This DigiReport, for example. Yes, this one. You're looking at a lead magnet right now. A lead magnet is just a free thing people want badly enough to give you their email address for.

Once you have that email address, you can follow up. You can recommend products. You can build a real relationship over time. One landing page, one growing email list, and the ability to reach those people whenever you have something worth sharing.

A landing page needs exactly three things:

1. A headline that tells people what they're getting
2. An opt-in form - the box where they enter their name and email
3. A good reason to sign up - your free lead magnet

No fifteen-page website. No coding. No design experience.

This is where Systeme.io comes in.

Systeme.io is a free all-in-one platform that handles landing pages, opt-in forms, email delivery, and automated email sequences - everything in one place, all free until you reach 2,000 subscribers.

The landing page that delivered this DigiReport to you was built on Systeme.io. The email that sent you here came from Systeme.io. You've already seen it working.

There's a free landing page template at the back of this report. Same layout as the DigiReports page. Import it into your free Systeme.io account, swap the headline, change the colours, and you're ready. The whole thing takes around 20 minutes.

One important note: Systeme.io's free plan is genuinely free. No credit card. No trial period. No awkward moment at the checkout.



Gerald spent 45 minutes building his first landing page on Systeme.io. "It was fine," he said. "I've spent longer choosing a Netflix series I never watched."

The short version: Build a landing page first. It collects email addresses in exchange for a free lead magnet. Systeme.io handles all of it for free. Your free template is at the back.

4: Where to Find Products to Promote

Now that you know how the system works, it's time to find something to put in it.

The easiest place to start is an affiliate marketplace. Think of it as a supermarket of digital products, each one with an affiliate programme already set up and waiting. You browse, you pick something you'd genuinely recommend, you grab your unique link, and you start promoting.

Two marketplaces worth knowing about:

ClickBank

ClickBank has been around since 1998. In Internet years, that makes it basically a Roman ruin. Except it still works and still pays commissions every week. The Romans couldn't manage that.

It's free to join, with no complicated approval process for most products. Inside the marketplace, every product has a Gravity Score - a number that shows how many affiliates have made sales with it recently. For beginners, aim for a score between 20 and 100. High enough to know the product converts. Not so high that every affiliate on the Internet is already promoting it.

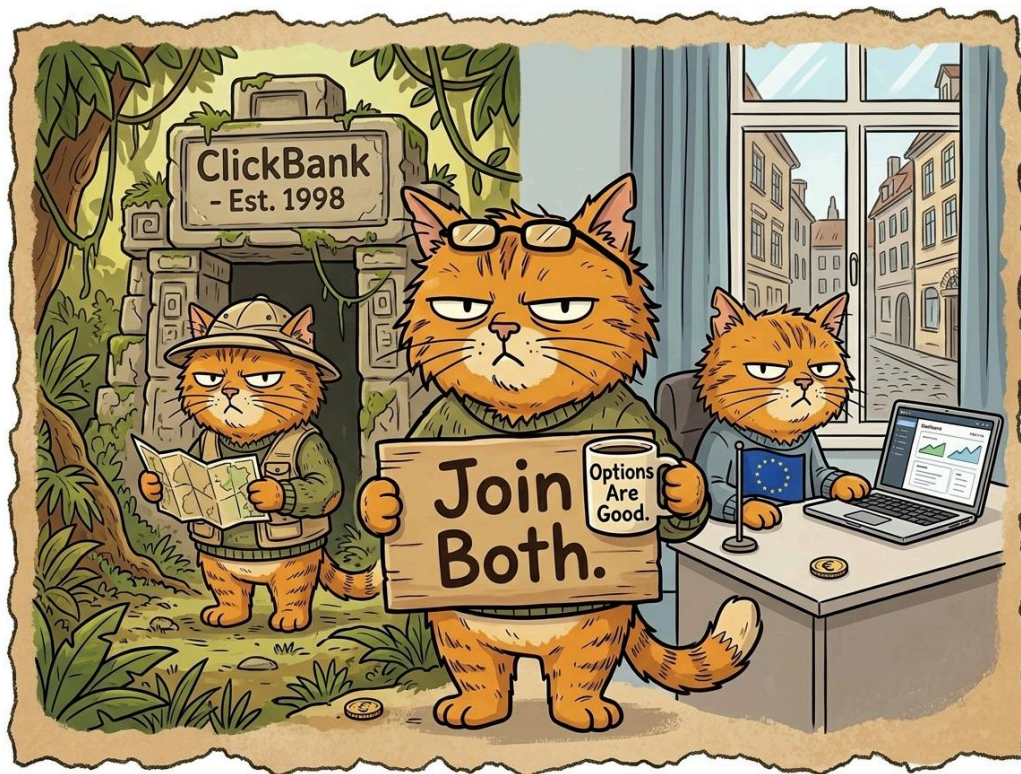
Commissions run from 50% to 75% on most products. ClickBank pays via direct deposit, Payoneer, wire transfer, or cheque, depending on where you are.

Digistore24

If ClickBank is the loud American cousin, Digistore24 is the quietly efficient European one who arrived on time and has already organised the recycling.

Also free to join. Strong in the make money online, software, and health niches. Clean dashboard, generous cookie windows of 60 to 180 days, and payment via PayPal, Payoneer, or wire transfer.

It's worth having accounts on both. Sometimes a product you want to promote is only on one platform. Having both means you're never stuck.



One rule before you promote anything:

Look at the sales page and ask yourself honestly: would I buy this? If yes, check the reviews on Google and Reddit. If those look reasonable, you've found a product worth promoting.

"ClickBank is like a very large car boot sale," Gerald observed. "Tremendous bargains if you know where to look. Also some absolute rubbish. Choose carefully."

The short version: ClickBank and Digistore24 are free marketplaces full of digital products with affiliate programmes ready to go. Join both. Check reviews before promoting anything.

5: Gerald's First-Week Action Plan

Right. Enough reading. Time to do something.

Here's a full week of actions. None of them take longer than three hours. Some take fifteen minutes. The whole week adds up to roughly ten hours - less than a single day at a normal job.

By the end of day seven you'll have affiliate accounts, a landing page, an email sequence, and your first pieces of traffic content live on the Internet. That's a real start.

Day	Task	Time needed
Day 1	Sign up for ClickBank (free)	20 min
Day 1	Sign up for Digistore24 (free)	20 min
Day 1	Set up payment method (direct deposit, Payoneer, or Wise)	15 min
Day 2	Browse both marketplaces, shortlist 3 products	45 min
Day 2	Google each product - check reviews on Reddit	30 min
Day 3	Sign up for Systeme.io free plan	15 min
Day 3	Import your free landing page template (see bonus)	20 min
Day 4	Write your lead magnet - a short free guide	2-3 hours
Day 5	Write a 5-email welcome sequence in Systeme.io	1 hour
Day 6	Create a Pinterest business account and post your first 5 pins	1 hour
Day 7	Write and publish one short article on Medium	1 hour

A few things to note.

Day 4 looks scary. It isn't. Your lead magnet doesn't have to be long. A 10 to 15 page PDF covering the basics of your niche is plenty. You're reading one right now.

Day 5 is easier than it sounds. Five short emails, each under 300 words. Systeme.io has a simple email editor and sends them automatically once you set the sequence up.

A Pinterest pin is just a tall image - usually 1000 x 1500 pixels - with a short title and description. You create it in Canva (free), add your landing page link, and post it to Pinterest.

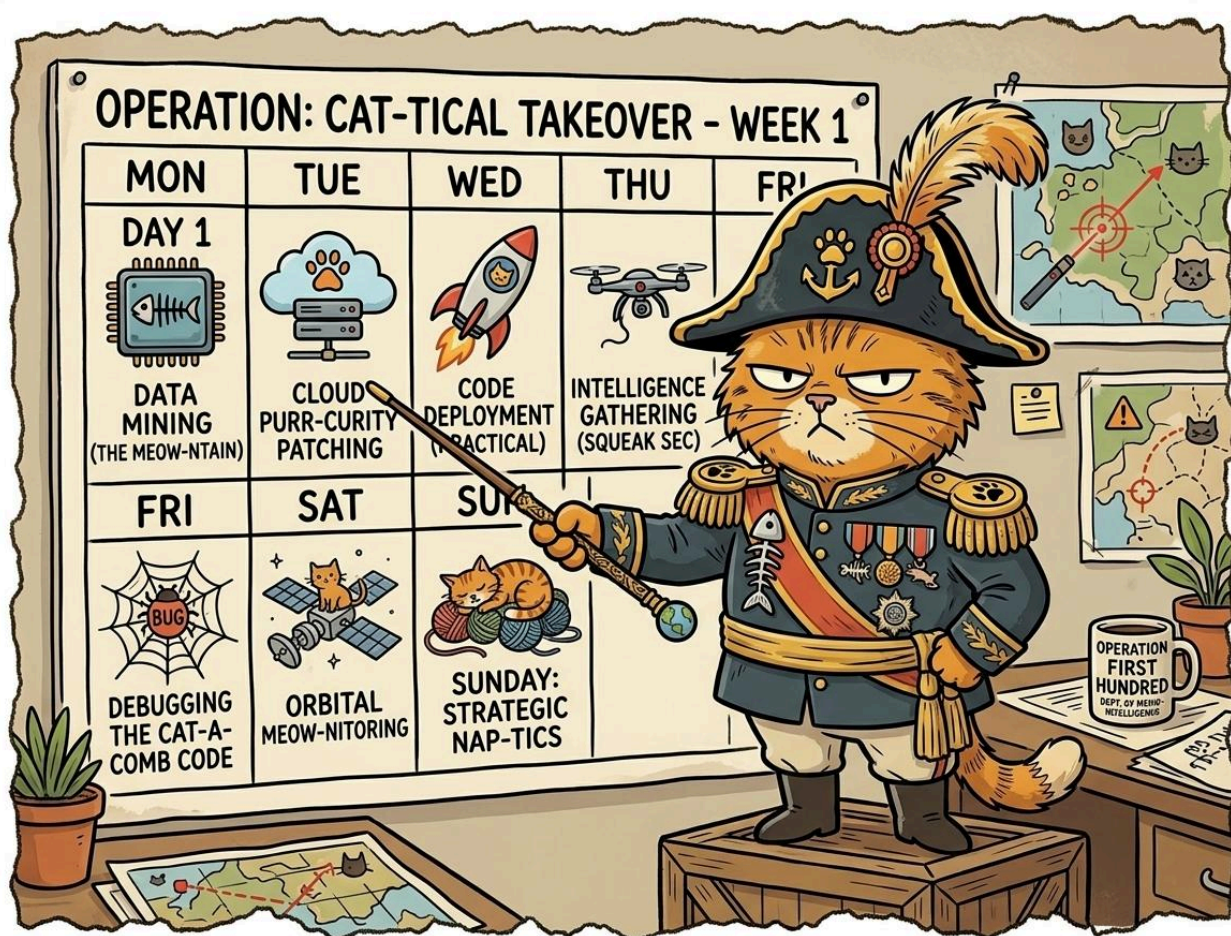
Unlike social media posts, pins don't disappear after 24 hours. A good pin can drive traffic for months, sometimes years. Medium is a free publishing platform where you write short articles. Both send people to your landing page, not directly to an affiliate link.

Day 6 and 7 are the fun part. Gerald calls earning while creating content "earning while eating kibble." It's a technical term.

What comes next?

This DigiReport covers the foundation. The full guide goes deeper - how to drive traffic, how to write emails that sell, how to get paid wherever you are in the world, and how to scale once your first \$100 proves the system works.

Keep an eye on your inbox.



"The hardest part," Gerald admitted, "is day one. Not because it's difficult. But because starting feels significant. It isn't. It's just signing up for some free accounts. Do it anyway."

The short version: Ten hours across seven days. Accounts, landing page, email sequence, first traffic content. That's your first week done.

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Gerald will return.



*No Gerald's were harmed in the making of this DigiReport.
One blender was harmed.
It had it coming.*