



@EarnWithApoorv

The **AFFILIATE MARKETING PLAYBOOK**

An Introduction to Freedom!

Apoorv Bafna | Passive Income Coach



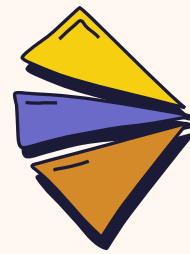
INTRODUCTION



Welcome to a transformative journey towards building sustainable passive income through affiliate marketing. This course will equip you with the knowledge, tools, and strategies to succeed in the digital economy.

Basically this is the greatest pivot you will make in your life. Your mind is about to get blown, learning about the limitless possibilities! Your life will change for good. Literally! Mine did.





WHAT IS AFFILIATE MARKETING?

Affiliate marketing is a performance-based business model where you earn commissions by promoting other people's products. When someone makes a purchase through your unique affiliate link, you receive a percentage of the sale.

COMMISSIONS

Earn commissions for every sale or lead generated through your links

NO INVENTORY

No requirement of maintaining physical inventory or major capital investment

MULTIPLE PLATFORMS

Promote products from platforms like ClickBank, JVZoo, BuyGoods, DigiStore24, etc.

PLATFORM SELECTION



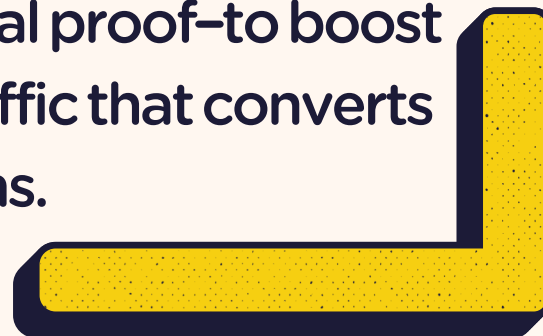
- ClickBank: Home to 6 million+ digital products. Extremely beginner-friendly with high commission rates and reliable payment systems. Perfect for newcomers to affiliate marketing.
- JVZoo: Specialises in digital products with instant commission payouts. Popular amongst internet marketers for software and training programmes with strong conversion rates.
- DigiStore24: European market leader offering diverse product categories. Excellent support, reliable tracking, and access to both physical and digital products across multiple niches.
- Will talk about BuyGoods later in the course.



THE CORE STRATEGY



Success in affiliate marketing follows a proven sequence. First, you build targeted websites or landing pages tailored to your chosen products. Then, you optimise your content for search engines like Google and Bing. Next, you leverage social signals—shares, engagement, and social proof—to boost your rankings. Finally, you drive targeted traffic that converts visitors into buyers, earning you commissions.



CREATE WEBSITE

Build targeted affiliate pages

OPTIMISE FOR SEO

Get indexed on all major search engines.
Improve rankings primarily on Bing

BOOST WITH SOCIAL

Amplify content via regular social signals on all major social networks

DRIVE TRAFFIC & EARN

Drive traffic to your landing pages.
Convert visitors into commissions

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EXAMPLE

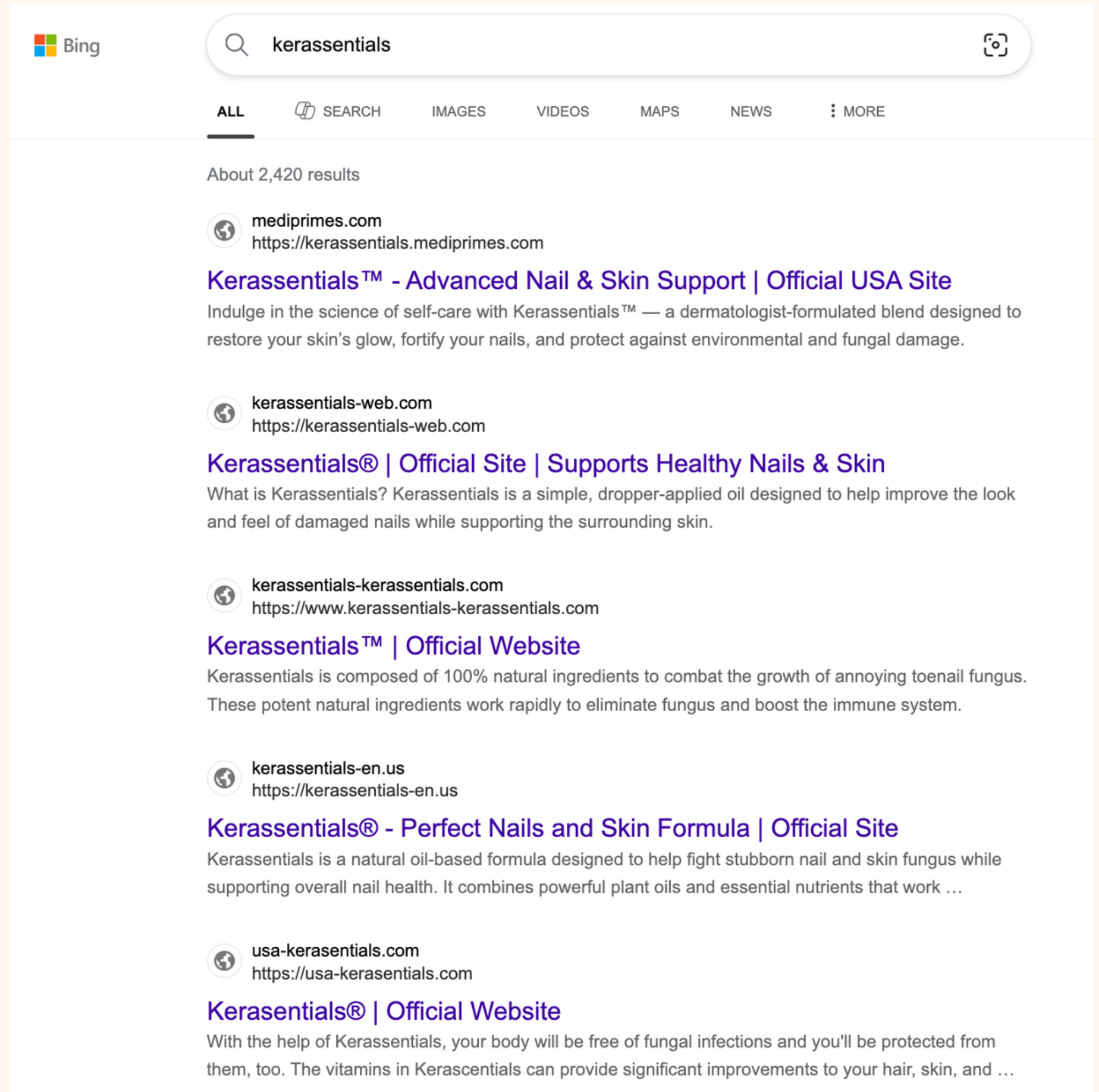
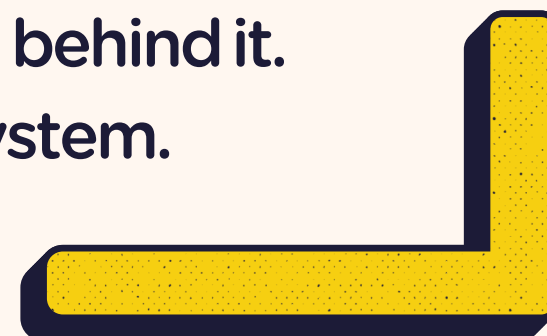
As you can see that the sites which are being ranked on the search engine, are not the official ones. These sites are created by multiple affiliate marketers. All of these are landing pages which redirects you to the official site. And if the sale is made, you earn a commission.

Sounds easy?

It is.

But only if you know the system behind it.

This course will teach you the system.



The screenshot shows a Bing search results page for the query "kerassentials". The search bar at the top contains the text "kerassentials" and a magnifying glass icon. Below the search bar, there are navigation tabs: "ALL", "SEARCH", "IMAGES", "VIDEOS", "MAPS", "NEWS", and "MORE". The "ALL" tab is selected. Below the tabs, it says "About 2,420 results". The first result is from "mediprimes.com" with the URL "https://kerassentials.mediprimes.com". The title is "Kerassentials™ - Advanced Nail & Skin Support | Official USA Site" and the description is "Indulge in the science of self-care with Kerassentials™ — a dermatologist-formulated blend designed to restore your skin's glow, fortify your nails, and protect against environmental and fungal damage." The second result is from "kerassentials-web.com" with the URL "https://kerassentials-web.com". The title is "Kerassentials® | Official Site | Supports Healthy Nails & Skin" and the description is "What is Kerassentials? Kerassentials is a simple, dropper-applied oil designed to help improve the look and feel of damaged nails while supporting the surrounding skin." The third result is from "kerassentials-kerassentials.com" with the URL "https://www.kerassentials-kerassentials.com". The title is "Kerassentials™ | Official Website" and the description is "Kerassentials is composed of 100% natural ingredients to combat the growth of annoying toenail fungus. These potent natural ingredients work rapidly to eliminate fungus and boost the immune system." The fourth result is from "kerassentials-en.us" with the URL "https://kerassentials-en.us". The title is "Kerassentials® - Perfect Nails and Skin Formula | Official Site" and the description is "Kerassentials is a natural oil-based formula designed to help fight stubborn nail and skin fungus while supporting overall nail health. It combines powerful plant oils and essential nutrients that work ...". The fifth result is from "usa-kerasentials.com" with the URL "https://usa-kerasentials.com". The title is "Kerasentials® | Official Website" and the description is "With the help of Kerassentials, your body will be free of fungal infections and you'll be protected from them, too. The vitamins in Kerasentials can provide significant improvements to your hair, skin, and ...".

Boosting Reach

WHY SOCIAL SIGNALS & SEO?

SEARCH ENGINE PRIORITY

Google and Bing prioritise websites with quality content and genuine social proof, placing them higher in search results where potential buyers are actively looking.

TRUST & VISIBILITY

Social signals increase trust and visibility amongst your target audience, accelerating your website's ranking and establishing credibility in your niche.

SUSTAINABLE TRAFFIC

Organic traffic is free and sustainable compared to paid advertisements. Once established, it continues to deliver visitors without ongoing advertising costs.

LONG-TERM SCALABILITY

SEO skills empower you to scale your affiliate business long-term, building a portfolio of websites that generate passive income for years to come.

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COMMON CHALLENGES

& HOW TO OVERCOME THEM

Every beginner faces obstacles, but you won't be alone. Here's how we'll tackle the most common challenges together:

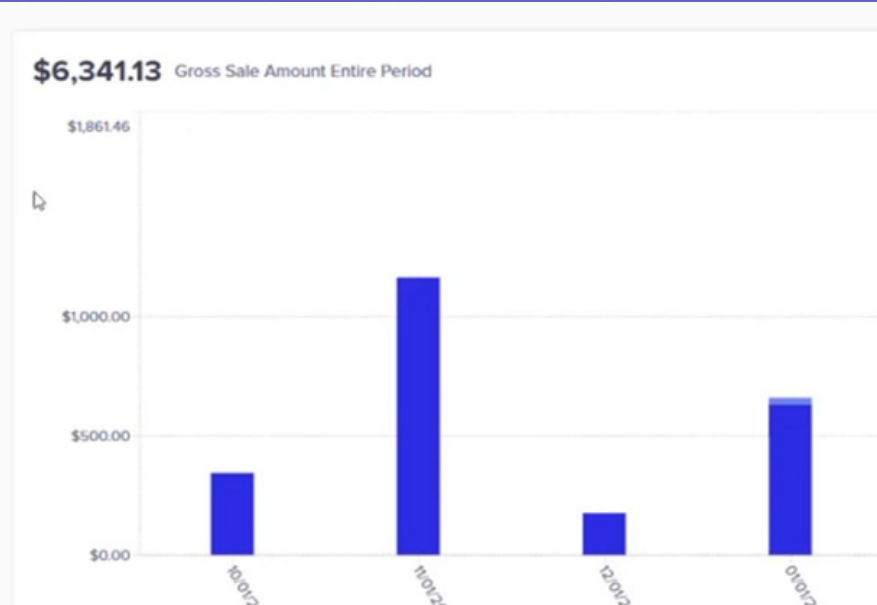
- **Finding profitable niches:** I'll guide you step-by-step through niche research and product selection
- **Building websites:** Practical, hands-on sessions walking you through every technical detail
- **Generating traffic:** Proven strategies and tools for creating powerful social signals
- **Scaling commissions:** Data-driven growth tactics to maximise your earnings



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RESULTS

These images sound like money.
Cha Ching!



[Cha-Ching] You've been paid \$938.59 from [Redacted]

JVZoo.com <noreply@jvzoo.com>
to me

You actually heard the sound of money landing in your account when you read this message.

Major Congrats are in order as your referral (WP-N6QNPQJ12VNES8TB7) for \$938.59.

Keep up the good work and remember, "Money Trees is the perfect place for success."

Have a Great Day,
Your JVZoo Team



January 26th - February 1st
Your Week On JVZoo



Your JVZoo Profile

Apoorv Bafna	Seller
Join Date	No. of Sales <10
May 01, 2025	POTD Wins
Last Login	Affiliate Top 15%
Jan 30, 2026	No. of Sales <10

Your Weekly Account Total

Revenue this week	Sales this week
\$1,407.18	2
N/A% ↑	N/A% ↑

Congratulations! You've done a fantastic job and grown your total revenue by **N/A%** this week. Keep up the great work and let's see if we can help you grow that number even more next week! [Log in now](#) to start lining up your winning promos for the week.

[Cha-Ching] You've been paid \$468.59 from: [Redacted]

[Redacted] [Inbox](#)

[Cha-Ching] You've been paid \$468.59 from [Redacted]

JVZoo.com <noreply@jvzoo.com>
to me

You actually heard the sound of money landing in your account when you read this message.

Major Congrats are in order as your referral (WP-OGNXU7J7KB85QUVR4) for \$468.59.

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Have a Great Day,
Your JVZoo Team

Today

Hi sir, yestrday was my first 500\$ day. Thank you for your support. Will work even harder now 2:03 pm

That's great Vishwesh! Looking forward to more such milestones. 3:32 pm ✓✓

Message

WHAT YOU WILL LEARN IN THIS COURSE?



Setting up affiliate accounts on ClickBank, JVZoo, and DigiStore24 with proper configuration for maximum approval rates

Building affiliate websites and landing pages from scratch with fine-tuning for optimal conversion rates

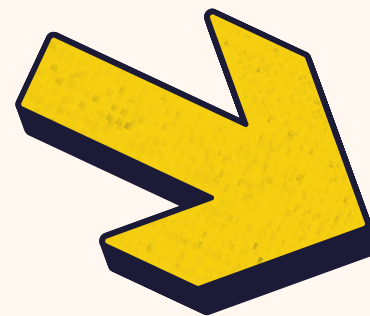
Keyword research and search engine optimisation techniques specifically for Bing and Google rankings

Leveraging social media platforms to create powerful social signals that boost your website's authority

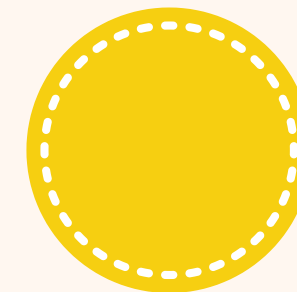
Converting visitors into buyers through compelling content and strategic online presence development



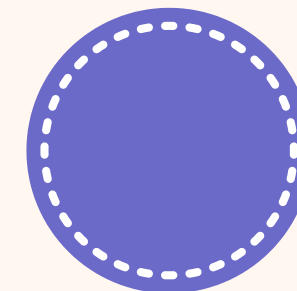
COURSE OFFERINGS



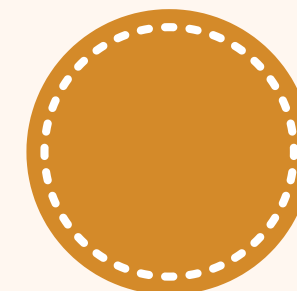
- Access to detailed hands on recorded sessions to begin your successful affiliate journey
- Multiple live sessions guiding you through each step of your affiliate journey
- Get immediate feedback on your website, content, and marketing efforts as you build
- Access to ready to use templates, tools, and resources that accelerate your success
- Doubt-clearing support whenever you need guidance on your path forward



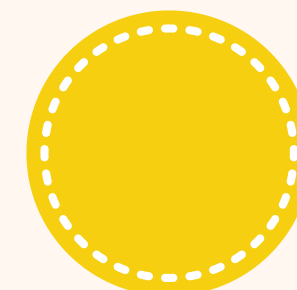
Live Training Sessions



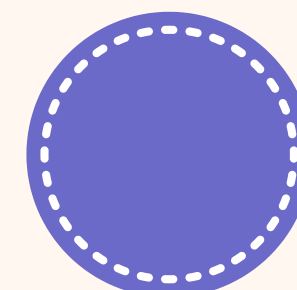
Real-Time Feedback



Exclusive Resources



Regular Updates



Ongoing Support

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LET'S BEGIN!!

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The Affiliate Marketing Playbook!

