

# THE AIP MASTER GUIDE

Complete Setup and Backend Navigation  
for Amazon Influencers



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Content Creator | Amazon Influencer



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# Introduction

Getting accepted into the Amazon Influencer Program is exciting, but for a lot of people, this is also the point where the confusion starts.

Once you are in, there are a lot of moving parts that are not always easy to make sense of right away. You start hearing about Store IDs, onsite earnings, Creator Hub, tracking IDs, direct deposit, tax settings, international storefronts, and backend settings, and it can feel like everything is connected while also somehow being in a different place.

That is what this guide is for.

This is not a guide about content strategy or how to get approved. This is the guide for what happens after that. It is here to help you figure out where to go, what to set up, what matters first, and what to check when something does not look right.

The goal is simple. I want to help you make sense of the backend faster, avoid the common mistakes that trip people up early on, and give you one place to come back to when Amazon starts feeling more confusing than helpful.

A lot of the problems people run into during the first month are not because something is broken. Most of the time, they are looking in the wrong place, checking the wrong Store ID, missing a setup step, or assuming Amazon connected something automatically when it did not.

That is the stuff we are going to clear up in this guide.

# How to Use This Guide

This guide is meant to be used as a reference.

You do not need to sit down, read it once, and try to memorize every piece of it. The better way to use it is to read through it once so you understand the big picture, then come back to the sections you need when you are setting things up or trying to figure out why something looks off.

This guide is here to help answer questions like:

Where do I go for this?  
Why am I not seeing earnings?  
Which dashboard am I supposed to be in?  
Where do I set up payment info?  
Why do I have more than one Store ID?  
What did I probably miss?

Keep it open while you are inside your Amazon account and use it as you go. That is where it will be the most helpful.

You do not need to understand every part of Amazon all at once. You just need to know where the important stuff lives and what to check first.

**This guide was created to be a practical resource you can come back to as needed, and it is intended for the personal use of the original purchaser only. It may not be copied, shared, redistributed, republished, or resold in part or in full without written permission. Please respect the work, time, and experience that went into creating it. Thank you!**

# Master List of Links

This list of URL's will be just about every page you'll need to find when you are getting started. I would recommend bookmarking most of these when you are starting so you have them at all times!

## LINKS FOR EARNINGS & UPLOADS

[CREATOR HUB](#)

[YOUR STOREFRONT](#)

[AMAZON DASHBOARD](#)

[CREATOR CONNECTIONS](#)

## SETUP, CREATOR INFO, & SETTINGS

[AMAZON BACKEND WEBSITE & SOCIAL MEDIA ACCOUNT LIST](#)

[AMAZON CREATOR STARS TIERS](#)

[INFLUENCER RATE TABLE](#)

[ASSOCIATES RATE TABLE](#)

[AMAZON CUSTOMER SERVICE](#)

[ENABLE SITESTRIPE FOR AMAZON AFF LINK](#)

## EDUCATION & POLICIES

[CREATOR UNIVERSITY](#)

[SHOPPABLE VIDEOS DO'S & DON'TS](#)

[COMMUNITY GUIDELINES](#)

[COMMON REASONS FOR SHOPPABLE VIDEO REJECTION GUIDE](#)

[FTC DISCLOSURES GUIDE FOR SOCIAL MEDIA INFLUENCERS](#)

[COPYRIGHT INFRINGEMENT PDF](#)

[AMAZON COPYRIGHT INFRINGEMENT FORM FOR STOLEN CONTENT](#)

[AMAZON LIVE GUIDE](#)

# The Main Parts of Your Account You Need to Understand

Before you start trying to make sense of dashboards, earnings, and settings, you need to understand the main pieces of your account. Once these click, the backend starts making a lot more sense.

## **Your Amazon login**

This is the account you use to access everything. Simple enough, but it matters because all of your influencer access ties back to this login.

## **Your storefront**

This is your public-facing page on Amazon. It is the part most people think of first when they think about the Influencer Program. It is your page, your content, and your storefront link.

## **Your Associates backend**

This is where a lot of the actual account setup and management happens. Reporting, payment settings, tax info, website disclosures, linked stores, and more all live on this side.

## **Your associates Store ID (offsite)**

This is generally the Store ID tied to the links and traffic you are driving yourself. You'll hear this referred to most of the time as offsite sales.

## **Your onsite Store ID**

This is where a lot of people get confused. Amazon gives influencers a separate onsite Store ID, and that one is tied to onsite earnings.

So if you are checking one Store ID but expecting to see earnings from another, things can look wrong even when they are not.

Once you understand that these are different parts of the same overall system, the backend starts to feel a lot less random.

# Store IDs Without the Confusion

If there is one thing that causes more confusion than it should, it is Store IDs.

A lot of people assume they have one account, one dashboard, and one place where all earnings show up. That would make sense, but that is not really how Amazon has this set up.

When you are in the Influencer Program, you may have more than one Store ID. The two main ones that matter most are your associates Store ID and your onsite Store ID.

Your associates Store ID is generally connected to the affiliate links and traffic you drive from other platforms like YouTube or Facebook.

Your onsite Store ID is tied to onsite earnings. The videos you create that live on Amazon product listings. So if you are checking the wrong one, it can look like you are not earning when really you are just looking in the wrong place.



This is one of the first things I would tell anybody to check if they say their dashboard does not look right.

Then you also have tracking IDs, which can add another layer. Tracking IDs are basically a way to organize or separate link tracking under your account. Helpful once you understand them, but definitely another thing that can make the backend feel cluttered when you are new.

For now, the main thing to remember is this:

If earnings are not showing where you expected, check the Store ID first.

That one step clears up a lot of confusion.

# Your First 30 Days Setup Checklist

Once you are in, there are a few things you need to get squared away early so you are not chasing problems later.

Use this as your first 30 days checklist:

- Make sure you can access your storefront
- Save your storefront link somewhere easy to find
- Identify your associates Store ID
- Identify your onsite Store ID
- Learn how to switch between Store IDs
- Locate the Associates backend
- Find Creator Hub
- Find Manage Content
- Set up your payment information
- Set up direct deposit if that is how you want to be paid
- Complete your tax information
- Make sure your websites and social platforms are listed correctly
- Learn where to check earnings and reports
- If joining international storefronts, understand that setup may need to be repeated by country

A lot of people skip some of these because they assume they can come back to them later. You can, but it usually creates more confusion when earnings start showing up, or not showing up where you expected, and you realize something important was never fully set up.

The more of this you knock out early, the easier the rest of the program gets to navigate.

# Get This Setup Done Now!

At this point, this is probably the most important stuff to get handled.

It is not the most exciting part of the Amazon Influencer Program, but it is the part that needs to be set up correctly if you want everything to run smoothly from day one.

This is the backend work that people tend to put off because it feels tedious. Then earnings start showing up, 60 days pass, and they realize something was never fully set up. That is about as frustrating as it gets.

So get this part done now!

Before you worry too much about earnings, links, or anything else, make sure you have the backend pieces in place that actually affect whether or not you get paid. Amazon says it must have your tax information on file before it can make payments, and commissions are generally paid about 60 days after the end of the month in which they were earned.

This is also important if you decide to join additional international Amazon programs later, like Canada or the United Kingdom. Amazon's help pages say you need to log in to each international Associates portal and correctly set up payment and tax information for each country, and missing or incorrect information can delay or error payments.

This section is really about getting the tedious stuff out of the way now so you are not dealing with unnecessary payment issues later.

# Direct Deposit Setup

One of the first things you want to get set up is how you are getting paid.

Do not wait until you are expecting your first payout to look at this. Handle it early so you know it is done and you are not second-guessing yourself later.

If you are using direct deposit, make sure the account information is entered correctly the first time. Amazon says direct deposit requires the name of your bank, your account number, the name of the primary account holder as it appears on the account, and other identifying information depending on the bank and country.

If direct deposit ever fails, Amazon says it will typically notify you and notes that payments are made by the last day of the month, approximately 60 days after the end of the earnings month.

**Your Payment Method**

Are you monetizing international traffic? You can now receive earnings in an international bank account. [Click here to learn more.](#)

**Pay me by direct deposit**  
\$10.00 minimum earnings

<p>Bank Location (*) <input type="text"/></p> <p>Account Holder Name (*) <input type="text"/></p> <p>Account Number (*) <small>What's this?</small> <input type="text"/></p> <p>Bank Name (*) <input type="text"/></p>	<p>Bank Currency (*) <input type="text" value="US Dollars"/></p> <p>Account Type (*) <input type="text" value="Checking"/></p> <p>Confirm Account Number (*) <input type="text"/></p> <p>Routing Number / ABA Number (*) <small>What's this?</small> <input type="text"/></p>
--	---

**Pay me by Amazon.com gift card**  
\$10.00 minimum earnings

**Pay me by check**  
\$100.00 minimum earnings or choose your own threshold above the minimum.

[Submit](#)

**⚠ Please note: Any update to Payment Method in this month will be in effect, only from 1st of next month.**

It also says that if payment has not arrived by the 10th of the following month, the first step is to check with your bank.

The main point here is simple. Set this up now, double check it, and make sure it is right.

Also, do not assume this carries over automatically if you add another country program later. Amazon specifically says to log in to each international portal and set up payment and taxes correctly for each country.

# Tax Info Setup

This is the other piece you want to take care of early.

Amazon says it must have your tax information on file before it can make payments.

That alone is reason enough not to put this off.

This guide is not tax advice, and it should not try to be. The goal here is simply to remind people to complete this section and not guess their way through it if they are unsure.

If you have questions about how you should complete your tax interview, how you should report things, or whether you should be using personal or business information, talk to your CPA or tax advisor and get it answered the right way.

Also keep in mind that if you add international Amazon accounts later, these steps need to be repeated for each country. Amazon says you need to correctly set up payment and taxes information in each international Associates portal.

So the short version is this: complete it, do it carefully, and get help if you need it.

The screenshot shows a dashboard for 'John Smith' with the following elements:

- Welcome, John Smith**
- Email:** A text input field with a grey background.
- Income type:** A dropdown menu with 'Service' selected.
- Status:** A dropdown menu with 'Unblocked' selected.
- Country/Region:** A dropdown menu with 'United States' selected.
- Get started here** (Section Header)
- Welcome to the Tax dashboard! You can take a tour of the dashboard and learn more about **Your to-do list and alerts**, **Tax profile** and **Tax statements**.
- Start tour** (Yellow button)
- Dismiss** (White button)

# Offsite Links & Website/Social Disclosure

This is one of the most important backend sections to get right, and it is also one of the easiest to overlook.

A lot of creators assume this only matters if they plan to post affiliate links all over social media or run a blog full of Amazon links. That is not the best way to think about it.

Your website list and social media disclosures are there to show Amazon where you are using the program and what platforms or websites are tied to your activity.

That means this section matters even if you do not plan to be heavily focused on offsite links.

For example, if you used a social media account to help get accepted into the Amazon Influencer Program, that account should be listed in your account settings. Even if you never plan to push a bunch of affiliate links there, it is still part of the online presence tied to your creator activity.

The same goes for any website, blog, YouTube channel, Instagram account, Facebook page, TikTok account, or other platform where you may share Amazon links from time to time.

If you share even the occasional affiliate link on a platform, that platform should be included in your website and social media list.

So think about it this way:

If Amazon links may be shared there, or if that platform is part of your creator presence tied to AIP, it should be listed.

That includes:

- the social media account you used to get accepted
- any website or blog where you share links
- any social platform where you post affiliate links, even occasionally
- any platform where you may drop a link in a caption, post, bio, description, or story

A good example would be Instagram.

Even if you only post an Amazon affiliate link in an Instagram Story once in a while, that Instagram account should still be listed in your account.

The same idea applies to YouTube descriptions, Facebook posts, blog posts, Linktree-style pages, or anywhere else you may send traffic from.

It is also important to understand that this is different from adding your social links to your storefront profile.

Putting your social links on your storefront is mainly there so shoppers, sellers, brands, and other viewers can find your outside platforms. That is a public-facing profile feature.

Your website and social media list in the backend is separate. That section is there for Amazon to know what websites and platforms are tied to your Amazon activity and where your links may be shared.

So do not assume that because your Instagram, YouTube, or other accounts are visible on your storefront, you have already handled this backend step. Those are two different things.

This is not something to set once and forget forever either.

As your business grows, go back and update this section anytime you start using a new platform, website, or social account for Amazon-related links.

# UPDATE YOUR WEBSITE & SOCIALS LIST

[CLICK HERE TO UPDATE YOUR ACCOUNT](#)

Home > Your Associates Account > Edit Your Website, Mobile App, and Alexa Skill List

Website and Mobile App List Confirm Compliance

List all the top level websites and/or mobile apps on which you plan to display banners, widgets, Special Links, or other ads from Amazon Associates. You need to add at least one website or mobile app. You can add up to 50 websites or mobile apps.

Enter Your Website(s) Add https://www.example.com/myblog

Enter Your Mobile App or Alexa Skill URL(s) Add https://amazon.com/dp/B00AQL8VU4

Enter all social media, websites, blogs, etc. here!

LEAVE THIS AREA BLANK!

The goal here is to keep your account clean, accurate, and up to date.

If you are unsure whether something should be listed, the safer way to think about it is this:

If it is part of your creator brand, part of how you got accepted, or a place where you share Amazon links, it belongs on the list.

# Payment Schedule & What to Expect

This is where a lot of people get tripped up.

They see earnings start showing up and assume that means payment is coming right away. That is not how Amazon handles it.

Amazon says payments are made monthly if your balance meets the minimum threshold, tax information must be on file before payments are made, and commission income is paid approximately 60 days after the end of the month for which it is being paid.

Amazon also says the payment history credit line for earnings starts showing from the 5th of each month, while the payment line itself shows at the end of the month. Most creators see their deposits around the 29<sup>th</sup> of each month.

So there is a difference between:

- seeing earnings
- seeing those earnings reflected in payment history
- actually hitting the payout threshold
- receiving the payment

Those are not all happening at once.

If you are in the U.S., Amazon's current help page says the minimum for direct deposit is \$10, and if your balance does not meet the minimum threshold, it rolls forward.

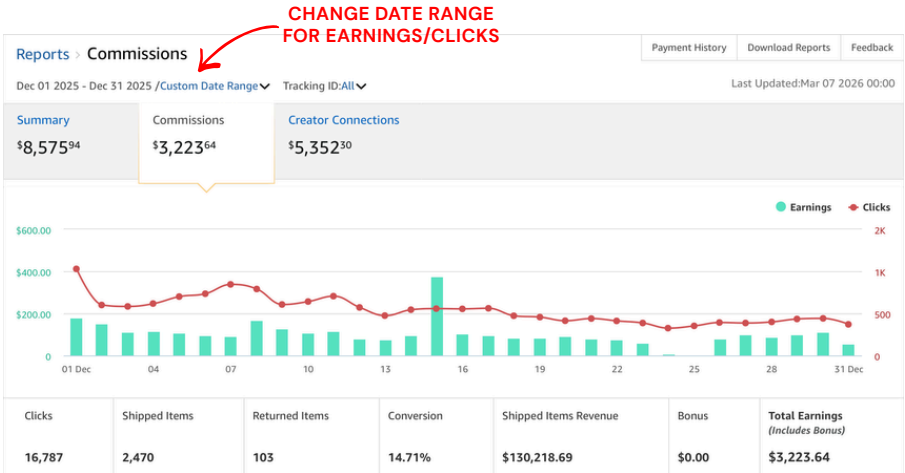
This is why it is so important to get payment settings and tax information done early. There is nothing worse than waiting through the normal payout timeline and then realizing something was missing on the backend the whole time.

And again, if you add Canada, the UK, or any other international account, repeat these setup steps there too. Amazon explicitly says payment and tax information must be correctly set up in each country portal.

# Payment Schedule & What to Expect

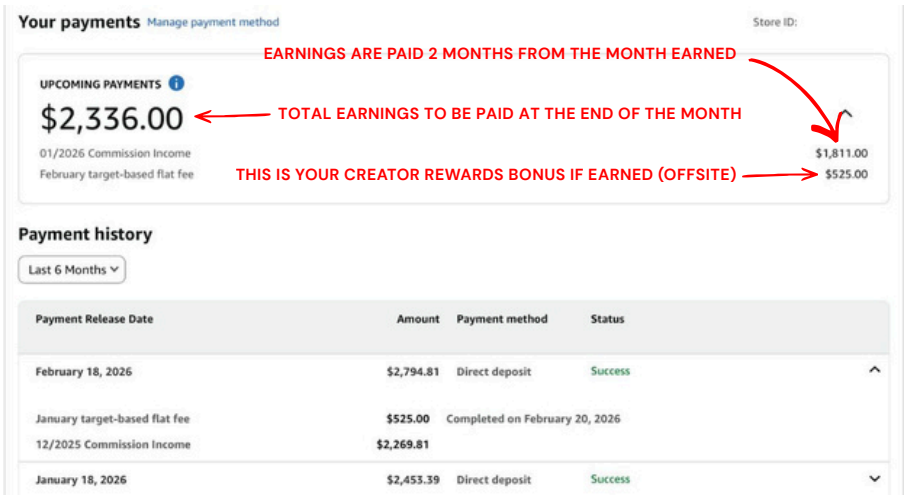
## ASSOCIATES DASHBOARD

[CLICK HERE TO SEE YOUR DASHBOARD](#)



## PAYMENT HISTORY SCREEN

[CLICK HERE TO SEE YOUR PAYMENT SCREEN](#)



# Storefront, Creator Hub, & Manage Content

Once you have the backend setup handled, the next thing you need to know is where the creator side of all this actually lives.

This is where a lot of people still get turned around, because the account setup side and the content side are not all in the same place.

**Your storefront** is your public-facing page on Amazon. This is the page people can visit, browse, and shop from. It is also where your content and recommendations live from the customer side.

## YOUR STOREFRONT

[CLICK HERE TO SEE YOUR STOREFRONT LINK](#)

The screenshot shows the Amazon storefront for Mike Strahl. At the top, there are navigation buttons: "Create content" (highlighted in yellow), "Manage content", and "See reporting". On the right, there is a link "Go to public view". Below this is the profile header for "Mike Strahl", a Platinum creator with a status until June 30. His bio reads: "Hi there! I run a 5-acre homestead where we raise pigs, chickens, and cows—and test gear that actually gets the job done. I share honest reviews of DIY, farming, tech, and automotive products that we've used and trust. Sellers..." with a "See more" link. Below the bio is a "10 Must Have Tool..." post thumbnail. At the bottom, there are filters for "All", "Idea Lists", "Media Lists", "Photos", and "Videos", along with a search bar containing "Search all 926 posts".

**Creator Hub** is where you are going to be spending time when it comes to uploading and working on content. This is the creator-facing side that helps you manage what you are putting into the program. Amazon's help center includes a dedicated page for uploading videos to your storefront, which confirms Creator Hub is part of that workflow.

# CREATOR HUB

[CLICK HERE TO SEE YOUR CREATOR HUB](#)

Amazon Creator Hub Mike Strahl  
My storefront

**Creator Experience Update**

While we work to improve the creative experience on the Creator Studio, we invite you to access Creator Hub. We regularly experiment with features to help creators provide the most relevant and helpful content to customers throughout their shopping journey. Switch back to Creator Studio.

Last 30 days

Views <span>📄</span>	27,574	Avg view duration <span>🕒</span>	1:41	Avg % viewed <span>📊</span>	50%	Earned onsite commissions <span>📈</span>	<a href="#">See on Associates Central</a>
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Increase your earnings.

Drag and drop videos here to upload

Up to 15 videos can be uploaded at once.  
Video requirements: mp4 or .mov format. Max. size 5 GB. See our content guidelines and best practices.

[Upload video](#)

Search Title (case sensitive)  Search

Sort by: Show all ▼

< 1 >

Video	Title	Upload date	Status	Views	Avg view duration	Avg % viewed
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Then you have **Manage Content**, which is where you go to keep an eye on what has already been uploaded. This is where you want to look when you need to check whether something is published, still pending, or needs attention.

The easiest way to think about it is this:

Your storefront is what people see.

Creator Hub is where you go to upload and work on content.

Manage Content is where you go to track what is happening with that content after it is uploaded.

# MANAGE CONTENT

[CLICK HERE TO UPLOAD CONTENT](#)

Create content View storefront See reporting

Media List

**Mani** Post (video and photo)

Draft Collage Scheduled Needs attention

Filter

Idea List Date range: All time

Livestream

Video	Type	Date created	Metrics	Actions
	Video	Mar 7, 2026 4:22 PM	Hearts: 0 Views: N/A Avg % viewed: N/A Avg view duration: N/A	<span style="border: 1px solid #ccc; border-radius: 15px; padding: 2px 5px;">Actions</span>

# Uploading Your Video, Title, Thumbnail, & Product Tagging

Once you are inside Creator Hub and ready to upload, this is where the process starts to come together.

This step is fairly straightforward, but it is still worth slowing down and making sure each part is filled out correctly. A clean upload helps keep your content organized, makes it easier for Amazon to process, and gives your video the best chance of being connected to the right product.

Start by uploading your video file in the proper section inside Creator Hub. From there, you will work through the basic details tied to that upload, including your title, thumbnail, and product tagging.

Your title should clearly match what the video is about. Keep it simple, relevant, and easy to understand. In most cases, the best titles are the ones that make it obvious what product is being featured and what the viewer can expect. Don't be afraid to create some curiosity though and make the viewer want to know what your favorite feature was!

Your thumbnail should also match the content of the video. Think of it as a quick visual preview of what the viewer is about to watch. The cleaner and more accurate it is, the better. Use something that clearly represents the product and feels consistent with the content you are uploading. I also like to try and create curiosity here when I can.

**Edit post** 



Uploading video, 48 minutes remaining

[Edit thumbnail](#) | [Replace media](#)

Total Products (1)

[Add/edit products](#)



ETENWOLF VORTEX S6 Tire Inflator Portable Air Co...

★★★★★ 2,108

\$109.99 ~~\$159.99~~



Title

This might be the budget best inflator option on the market!  60/60

Less than 60 characters is recommended.

Save 

Once those pieces are in place, the next step is product tagging.

This is one of the areas where people can make things more confusing than they need to be. Product tagging should stay accurate and focused on what the video is really about.

If the video is a review of one item, tag that one item.

If the video truly covers multiple products in a meaningful way, keep it limited to the products that are actually being discussed. Try not to treat tagging like a place to load up every related item you can think of just because it was nearby, visible in the frame, or loosely connected to the topic.

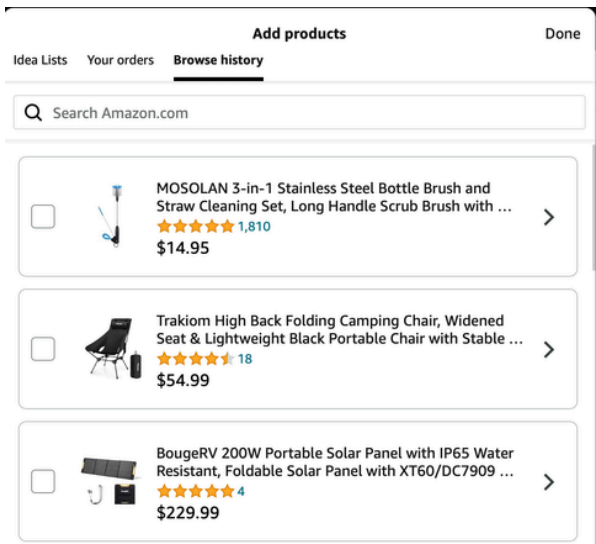
A good rule to follow is to keep your tagging tight and intentional. In general, do not tag more than three products in a single video.

The goal is accuracy.

You want the tagged product or products to clearly match what the content is actually covering. That keeps things cleaner on the backend and makes the video more accurately tied to the right item.

A simple way to think about it is this:

- if the video is about one item, tag one item
- if the video clearly covers multiple items, keep it limited
- do not tag more than three products in a video



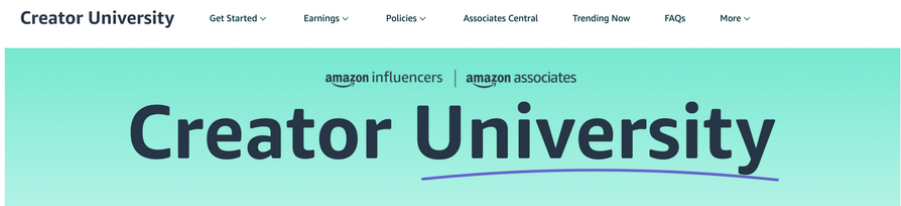
# Creator Resources Worth Knowing

Amazon actually gives creators more built-in resources than a lot of people realize. The problem is most people do not know where these pages are until they are already stuck.

This page should be a simple overview of the most useful ones to know about early.

## Creator University [Take me to Creator University](#)

This is one of the main Amazon-provided learning resources for creators. Amazon surfaces Creator University in the Associates/creator navigation, which is why it belongs here.



## Commission tables and rate cards

This is where creators can better understand how commission income works and what categories pay what. Amazon publishes its current commission income statement and rate information through the Associates help system.

Product Category	Fixed Commission Income Rates
Luxury Beauty, Luxury Stores Beauty, Amazon Explore	10.00%
Digital Music, Physical Music, Handmade, Digital Videos	5.00%
Physical Books, Kitchen, Automotive	4.50%
Amazon Fire Tablet Devices, Amazon Kindle Devices, Amazon Fashion Women's, Men's & Kids Private Label, Luxury Stores Fashion, Apparel, Amazon Cloud Cam Devices, Fire TV Edition Smart TVs, Amazon Fire TV Devices, Amazon Echo Devices, Ring Devices, Watches, Jewelry, Luggage, Shoes, and Handbags & Accessories	4.00%
Toys, Furniture, Home, Home Improvement, Lawn & Garden, Pets Products, Headphones, Beauty, Musical Instruments, Business & Industrial Supplies, Outdoors, Tools, Sports, Baby Products, Amazon Coins	3.00%
PC, PC Components, DVD & Blu-Ray	2.50%
Televisions, Digital Video Games	2.00%
Amazon Fresh, Physical Video Games & Video Game Consoles, Grocery, Health & Personal Care	1.00%
Gift Cards; Wireless Service Plans; Alcoholic Beverages; Digital Kindle Products purchased as a subscription; Vehicles – Leasing and Sales; Pet Prescription Medications; Food prepared and delivered from a restaurant; Amazon Appstore, Prime Now, or Amazon Pay Places	0.00%
Coach	0.00%
All Other Categories	4.00%

## Do's and don'ts / participation requirements [See Resource Here](#)

This is worth knowing because a lot of policy-related questions come back to what Amazon allows and what it does not. Amazon's Participation Requirements page spells out restrictions around trademarks, linking behavior, and how program content can be used.

## Creator Stars [See Resource Here](#)

You may also come across Creator Stars as you spend more time inside Amazon's creator ecosystem. You do not need to worry about mastering it right away, but it is worth being aware that it exists as another creator-facing feature you may want to explore later on as you get more comfortable with the platform.

 <b>Bronze</b> Eligible Creators	 <b>Silver</b> 50 points	 <b>Gold</b> 250 points	 <b>Platinum</b> 1,000 points
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## Creator Connections access [Take Me To Creator Connections](#)

Once you gain access to Creator Connections, it can become another great income opportunity that really piggybacks on the work you are already doing. If you are already creating content, sharing products, and driving traffic, this can be one more way to build on that effort without having to completely reinvent the wheel. It is a feature worth keeping on your radar as you grow.

Home > Creator Connections > View campaigns Help

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### Mike Strahl

Reporting (Last 30 days) [See more](#)

Connection earnings <b>\$4,531.24</b>	Connection revenue <b>\$39,681.88</b>	Total clicks <b>8,469</b>	Total orders <b>618</b>	Shipped items <b>651</b>
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All reporting metrics displayed on the Creator Connections page aggregates data from both your offsite and onsite store ids

[Profile & Settings](#)

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**Affiliate+ campaigns**    Sponsored Products for Creators

Filters   
  New Opportunities   
  Active   
  Completed

Sort by **Recommended** ▾

**Campaigns (594065)**

By clicking accept, you agree to this campaign as governed by the [Creator Connections Associates Policy](#), and the campaign requirements outlined in campaign brief. Unavoidable disclosure is required on each piece of content posted for this campaign.

# Copyright Infringement & Protecting Your Videos

As you create more content over time, there is a good chance you will eventually come across one of your videos being used without your permission.

On Amazon, that can show up a couple of different ways. Sometimes another creator will take your video and upload it to their own account. Other times, a brand may take your content and use it as a merchant video without ever asking for permission or paying for usage rights.

For a long time, this is something I had no real process for handling, and I know a lot of creators are in the same boat. You see your content being used, you know it is wrong, but you are not always sure what step to take next.

That is why this page matters.

If someone other than you wants to use your video, that should be a separate conversation. Usage rights have value, and if a brand or anyone else is benefiting from your content outside of the original agreement, you should absolutely be protecting that and, when appropriate, getting compensated for it.

That is especially true when a video is being reused without your knowledge or permission.

Amazon does have a process for reporting this. If you find one of your videos being used without permission, you can fill out Amazon's infringement form and submit the details for review. Amazon can then investigate and remove videos that violate your rights.

[Amazon Copyright Infringement Form for Stolen Content](#)

This is a link worth saving now so you are not scrambling to find it later when the issue comes up.

Also keep in mind that this is not something limited to Amazon. The same general principle applies anywhere you post content, including YouTube, Facebook, and other platforms. Your content has value, and protecting it should be part of how you operate as a creator.

Some platforms make this process easier than others. YouTube, for example, tends to make detection and reporting more straightforward. Amazon's process can feel slower, but that does not mean it is not worth pursuing.

The reality is, the more content you put out over time, the more likely this becomes.

That is why it helps to stay aware and keep an eye on where your videos are showing up.

Tools like [Oink for Influencers](#) (**Save 10% by using code: STRAHL10 at checkout**) also have content detection features that can help surface videos that may have been duplicated or reused, making it easier to keep tabs on this over time. You probably will not catch every single one, but you can usually catch a good amount of them if you are paying attention.

The main takeaway here is simple:

Protect your content.

Protect your usage rights.

And save the reporting link now so you have it ready when you need it.

# SiteStripe, Creator Rewards, & Your First Off-Site Link

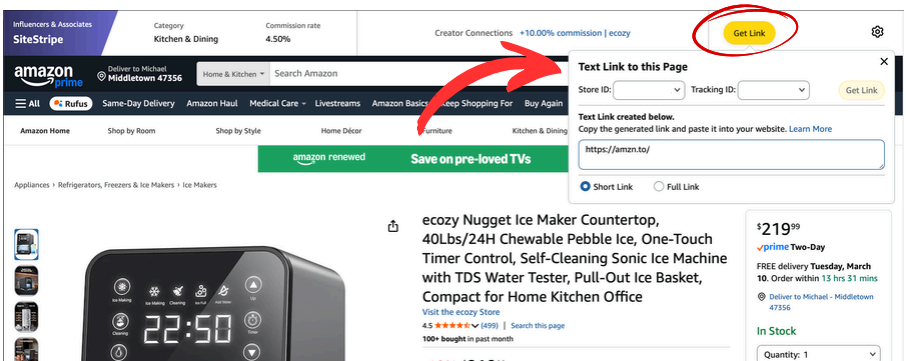
Once your backend settings are handled and you understand where your content lives, the next thing to learn is how to create a link you can actually share off Amazon.

That is where SiteStripe comes in.

SiteStripe is Amazon’s built-in link creation tool that shows up on product pages and helps you quickly generate affiliate links without having to keep jumping back into the backend.

This is one of the easiest tools to get familiar with early, especially if you plan to share links on social media, blogs, YouTube descriptions, or other off-site platforms.

This page should help you understand what SiteStripe looks like, where to find it on a product page, and how to use it to create your first off-site link.



**This is also a good place to mention Creator Rewards.**

As you spend more time inside Amazon’s creator ecosystem, you may come across other creator-side opportunities and programs like Creator Rewards. You do not need to go deep into all of that here, but it is helpful to know that Amazon has more than one way creators may earn or participate depending on what programs and features they have access to.

One quick reminder here as well.

Before posting links off-site, make sure you have already handled your website and social platform disclosures in the backend. That step matters, and it is something a lot of people overlook early on.

Monthly shipped revenue: **\$9,298.74**      Monthly rewards: **\$100**

As of Nov 30 2025, including revenue from other sources

Flat fees you will earn by hitting monthly shipped revenue targets:

Shipped revenue	Flat fee
\$550	\$20
\$990	\$30
<b>\$1,600</b>	<b>\$65</b>
\$2,500	\$100

Monthly shipped revenue: **\$1,782,293.78**      Monthly rewards: **\$52,500**

As of Nov 30 2025, including revenue from other sources

Flat fees you will earn by hitting monthly shipped revenue targets:

Shipped revenue	Flat fee
<b>\$1,750,000</b>	<b>\$52,500</b>
\$2,600,000	\$78,000
\$3,800,000	\$152,000
\$5,500,000	\$220,000

# FTC Disclosures & Off-Site Compliance

## [CLICK HERE FOR MORE FTC INFO](#)

Once you start posting Amazon affiliate links off-site on any platform, Amazon is no longer handling those disclosures for you.

That means if you are sharing links on Instagram, Facebook, YouTube, TikTok, a blog, an email list, or anywhere else outside of Amazon, it is your responsibility to make sure your disclosures are clear and compliant. The FTC's guidance for influencers says you need to clearly disclose material connections to brands, and the FTC updated its Endorsement Guides in 2023 to reflect how endorsements and promotions happen on social media and online today.

This is why now is a good time to get familiar with the basic FTC rules that apply to influencers and affiliate marketers.

These are not just "best practices." These are federal advertising guidelines that creators are expected to follow when promoting products online. The FTC's influencer guidance explains that if you have a relationship with a brand or can earn money from a recommendation, that connection needs to be disclosed clearly so people can understand it before they are influenced by the recommendation.

A simple way to think about it is this:

If you can benefit from someone clicking, buying, signing up, or taking action through your link or recommendation, you need to make that relationship clear.

That applies whether you are posting a full review, adding a link to a caption, dropping a link in a Story, putting a link in a YouTube description, or sharing something through any other off-site platform. The FTC has repeatedly stressed that disclosures need to be hard to miss, easy to understand, and placed where people will actually see them.

This is one of those areas where it is better to learn the rules now instead of trying to backtrack later.

The last thing you want is to spend months building content and sharing links, only to run into problems later because you were not following the right disclosure practices. Whether it is Amazon, the FTC, or another platform's own policies, compliance matters.

The good news is the FTC has already put together a couple of helpful resources that are worth reading through now so you know what is expected. Two of the best places to start are:

- [Disclosures 101 for Social Media Influencers](#)
- [FTC's Endorsement Guides: What People Are Asking](#)

Those two resources do a good job of explaining when disclosures are needed, how they should be worded, and what creators need to keep in mind when posting online.

The goal here is not to make this more complicated than it needs to be.

It is simply to understand that once you leave Amazon's platform and start promoting links elsewhere, disclosure becomes your responsibility. The sooner you build that habit, the easier it is to stay compliant as you grow.

# Other Helpful Amazon Pages to Know

Outside of Creator University and the main creator tools, there are a few other Amazon pages worth knowing about early.

These are the kinds of pages people usually go looking for only after they run into a problem. It is a lot easier if you already know they are there.

One of the big ones is the section for policy questions. If you are ever unsure whether something is allowed, what the rules are, or how Amazon wants something handled, this is one of the first places to check.

It is also important to know where customer support or [Contact Us](#) lives in case you need direct help from Amazon.

Then there are pages tied to things like copyright, trademark use, and other policy-related topics. These may not be pages you use every day, but when you need them, you will be glad you know where to find them.

Amazon also already has help pages in place for common topics like:

- uploading videos
- payment timing
- commission information
- onsite earnings
- SiteStripe and link tools
- participation requirements

The main point here is simple.

Amazon does already have a number of helpful pages built in. Most people just do not know where to go looking for them until they are frustrated.

# Closing Thoughts

If there is one thing I hope this guide helped with, it is making the backend side of the Amazon Influencer Program feel a little less overwhelming.

A lot of people get accepted, start clicking around, and quickly feel like they are behind or missing something. In reality, most of the confusion early on just comes from not knowing where things live yet, what needs to be set up, and what steps need to be repeated as you grow.

That is exactly why I wanted to put this guide together.

My goal was to give you something practical you can come back to when you need it, whether that is checking your Store IDs, setting up direct deposit, working through tax info, figuring out where to upload, or just reminding yourself where the right resources are inside Amazon.

You do not need to have every part of this platform mastered right away.

You just need to keep moving, keep learning, and keep getting more familiar with the system as you go.

Take care of the important setup early. Keep your backend clean. Use the resources Amazon gives you. And when something feels off, slow down and check the basics before assuming something is broken.

The creators who do well with this long term are usually not the ones who had everything figured out on day one. They are the ones who kept showing up, kept learning, and kept improving as they went.

Hopefully this guide helps you do exactly that.

**You are in. Now keep building from here.**

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