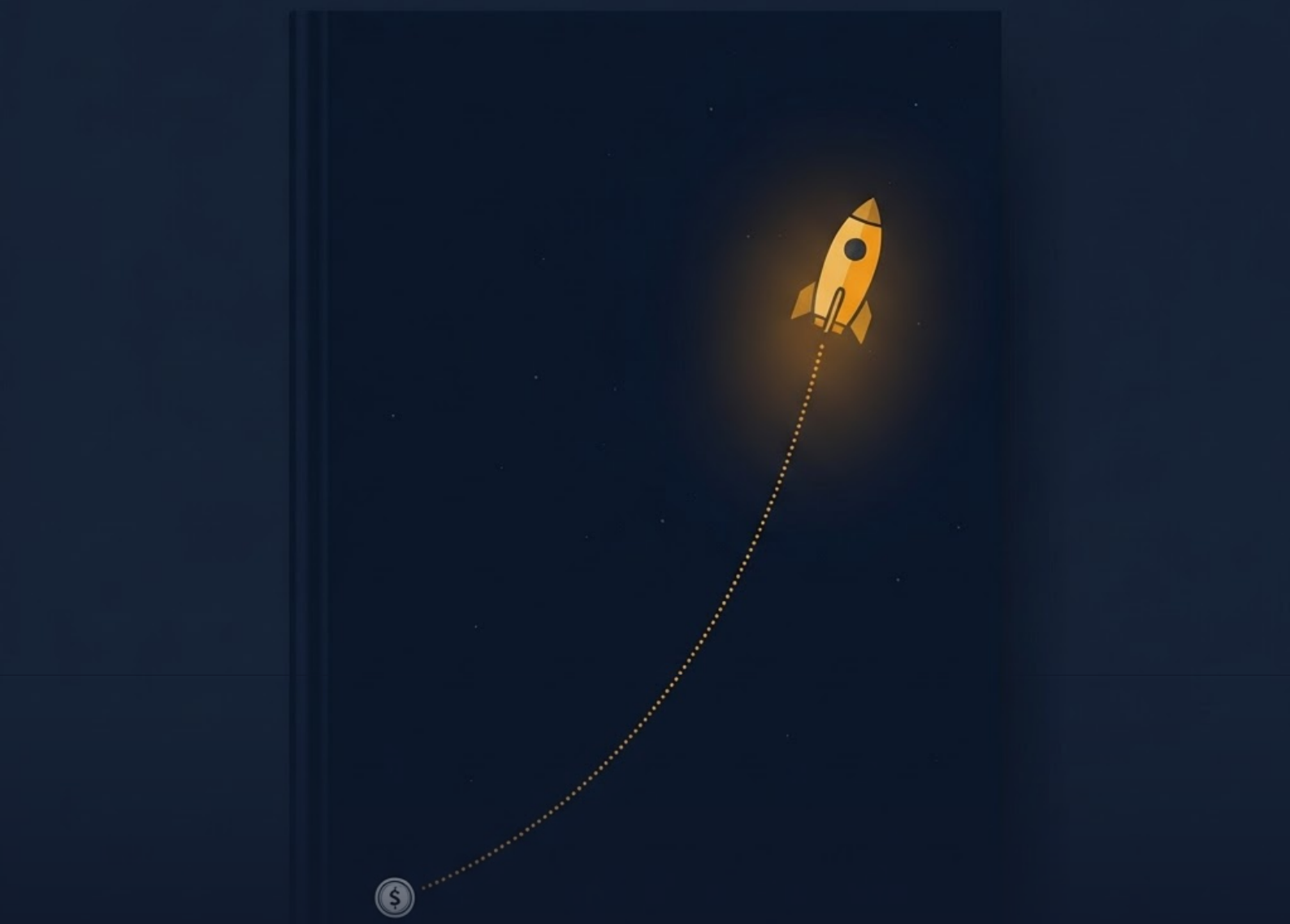


THE BEGINNER'S SEQUENCE

Zero to First Sale Roadmap

A step-by-step path from "I don't know where to start" to working toward your first affiliate commission.

BY JJ FOO · REVENUE ROCKET MASTERY

How This Roadmap Works

Most beginners fail for one simple reason: they try to do everything at once, or they do the right things in the wrong order. This roadmap fixes that. It has four stages, and you move through them in order:

1	**The Content Engine**	Know what to post before you open the app.
2	**The First 100 Followers Plan**	A daily routine, 30 minutes or less.
3	**The First Offer Script**	Introduce your offer without feeling salesy.
4	**The First Commission Checklist**	Track what you're doing until you reach your first sale.

RULES FOR USING THIS ROADMAP

1. Don't skip ahead. Each stage builds on the one before it.
2. Follow the "Do This Today" actions at the end of each step. They are the actual work — the rest is just explanation.
3. Tick every checkbox on the First Commission Checklist as you go. Progress you can see is what keeps you going when motivation dips.
4. One strategy until it works. No switching, no new courses, no "but what about this other method" — until you've completed every step here.

YOUR TIME COMMITMENT

You need roughly 30 minutes a day. If you have more, great. If you have less, do less — but do it daily.

STAGE ZERO · BEFORE YOU START

One-Time Setup

Before the four stages, you need three things in place. Total time: one afternoon.

Step 0.1 — Pick ONE platform

Step 0.2 — Have an offer ready

Step 0.3 — Fix your profile

0.1 Pick ONE platform

Don't be everywhere. Beginners who try Instagram + TikTok + YouTube at once burn out in two weeks and have nothing to show for it. Pick the one platform you'll actually use daily:

- **Instagram** — best if you're comfortable with short videos and photos
- **TikTok** — best for fast reach with zero followers
- **YouTube Shorts** — best if you prefer slightly deeper content

For this roadmap, we'll assume Instagram. The steps transfer to any platform.

> **YOUR ACTION**
>
> Write down your ONE platform here: _____

0.2 Have an offer ready (even if you're not promoting it yet)

Your roadmap needs a destination. Pick ONE affiliate offer you're allowed to promote.

If you already have one, skip to 0.3.

If you don't: apply to ONE program this week. Good beginner options are tools you actually use or products your target audience already needs. **Get approved first** — do not build content around an offer you might be rejected for.

> **YOUR ACTION**
>
> Write down your ONE offer + your affiliate link location: _____

0.3 Fix your profile (15 minutes)

Your profile is your storefront. A confused visitor never follows. Do all five:

- [ ] Clear name field: [Your Name] | [What you help with] — e.g. "Amber | Affiliate marketing for beginners"
- [ ] Bio line 1: who you help, in plain words — "Helping beginners make their first affiliate sale"
- [ ] Bio line 2: proof or personality — "Documenting my journey from $0"
- [ ] One link (your affiliate link, a link-in-bio tool, or nothing yet)
- [ ] A real profile photo — your face is best, but a clean logo or consistent avatar works if you're faceless

If you can't explain what your profile is about in 5 seconds, neither can a stranger.

STARTING EXERCISE (GUARANTEE-ELIGIBLE)

Complete Steps 0.1–0.3 and write one sentence: **"I help _____ do _____ using _____."** If you can't fill in the blanks, you now know exactly where you're stuck — and that's your next step.

STAGE ONE

The Content Engine

Know what to post before you open the app.

Step 1.1 — Stop posting randomly. Post with a mix.

Step 1.2 — Steal your 3 value post types from your own journey

Step 1.3 — Build your first content bank

Step 1.4 — The weekly rhythm

1.1 Stop posting randomly. Post with a mix.

Random content gets random results. You need a repeatable mix — I call it the **3-1 Engine**:

THE 3–1 ENGINE

3 value posts : 1 personal / relatable post

Value posts teach, show, or simplify something for beginners like you. Personal posts build trust and make people feel they know you.

Why this mix works: pure value makes you a textbook, pure personal makes you a diary. The 3-1 Engine makes you a person worth learning from.

1.2 Steal your 3 value post types from your own journey

You don't need to be an expert. You need to be one useful step ahead of the person who started last month. Your 3 value post types — pick one for each:

TYPE A — THE LESSON

Something you learned recently, shared simply.

"3 things I got wrong in my first month of affiliate marketing (so you don't repeat them)."

TYPE B — THE SIMPLIFIER

Take something confusing and make it simple.

"Affiliate marketing explained like you're 5. One product. One link. You get paid when someone buys through it."

TYPE C — THE CURATOR

Share a tool, tip, or resource you genuinely use.

"This free tool schedules my posts for the week in 20 minutes."

YOUR ACTION

Write your 3 post types (one A, one B, one C) for YOUR niche:

Type A: _____ Type B: _____ Type C: _____

1.3 Build your first content bank (one sitting, ~60 minutes)

Never open the app and wonder what to post. Sit down once and write out 9 post ideas:

- 3 posts using Type A
- 3 posts using Type B
- 3 posts using Type C

How to find ideas fast: write down every question YOU had when you started. Every one of those questions is a post — because thousands of beginners are googling it right now.

- [ ] 9 post ideas written down
- [ ] Each idea has a first line (the hook) already drafted

1.4 The weekly rhythm

With your 9-idea bank:

- Post 3-4 times a week (one per day is better than three in one day)
- Batch-create: film or write 2-3 posts in one sitting
- When you post an idea from your bank, immediately add one new idea to the bank

The bank should never reach zero. This is the system that means you never run out of things to post — because the ideas are written down before the app is even open.

STAGE 1 CHECKLIST

- [ ] 3-1 Engine mix understood
- [ ] 3 value post types chosen for my niche
- [ ] 9-idea content bank created
- [ ] First week of posts scheduled or drafted

When all four boxes are ticked, move to Stage 2.

STAGE TWO

The First 100 Followers Plan

A focused daily routine designed to take 30 minutes or less.

Step 2.1 — Why 100 relevant followers beat 10,000 random ones

Step 2.2 — The 30-Minute Daily Routine

Step 2.3 — What to STOP wasting time on

Step 2.4 — Make your profile easier to follow

2.1 Why 100 relevant followers beat 10,000 random ones

You don't need an audience. You need the beginnings of one. 100 people who understand what you share and why they should care will out-perform 10,000 drive-by viewers every single time.

Your first 100 followers are not vanity. They're your first test group, your first commenters, and eventually your first buyers.

2.2 The 30-Minute Daily Routine

Every day, do these four blocks. Set a timer. Stop when it rings.

10MIN **Block 1 — Post one item from your content bank.**
Follow the 3-1 Engine. Post, then close the app. Don't watch the likes.

10MIN **Block 2 — Engage where your people already are.**
Find 5-10 posts by accounts in your niche (search your niche hashtags) and leave a genuinely useful comment. Not "Great post!" — add a thought, answer a question, or share your experience. Comments on big accounts in your niche are free visibility to exactly the right audience.

5MIN **Block 3 — Reply to every comment and DM you received.**
Even one follower who feels heard becomes a repeat engager. Small accounts win on responsiveness.

5MIN **Block 4 — Follow 5-10 accounts in your niche.**
Not celebrities — accounts your size or slightly bigger. Many follow back. Some become collaborators. All of them make your feed a better place to learn.

2.3 What to STOP wasting time on

- [ ] Posting 5x a day hoping volume fixes a bad profile — it doesn't
- [ ] Follow-for-follow schemes — they fill your audience with people who will never buy
- [ ] Buying followers — kills your engagement rate and your credibility permanently
- [ ] Redesigning your profile every week — set it once (Step 0.3), leave it alone
- [ ] Watching what big accounts do and copying their advanced moves — you're not there yet, and that's fine

2.4 Make your profile easier to follow

Every time someone visits your profile after a good comment or post, you have about 5 seconds to convert them into a follower. Check weekly:

- [ ] My last 6-9 posts clearly show what my page is about
- [ ] My bio says who I help (Step 0.3)
- [ ] A first-time visitor can tell in 5 seconds what they'll get by following

STAGE 2 CHECKLIST

- [ ] 30-minute routine completed daily for 14 days
- [ ] Stopped at least 2 time-wasters from Step 2.3
- [ ] Profile passes the 5-second test

MILESTONE CHECK

After 2-4 weeks of this routine, expect your first steady trickle of relevant followers. If your follower count isn't moving at all after 3 weeks, the problem is almost always one of: your posts aren't about one clear topic, or your comments aren't adding value. Fix those two first.

STAGE THREE

The First Offer Script

Introduce what you're promoting without suddenly becoming "salesy."

Step 3.1 — Why beginners avoid their offer (and why avoiding it costs you)

Step 3.2 — The First Offer Script (memorize this structure)

Step 3.3 — Your offer script rules (non-negotiables)

Step 3.4 — Write YOUR first offer script

3.1 Why beginners avoid their offer (and why avoiding it costs you)

Two failure modes:

FAILURE MODE 1

You never mention your offer. Months of content, zero offers, zero commissions. Your audience doesn't know what you do, so they can't buy.

FAILURE MODE 2

You suddenly post "BUY MY LINK ⚠⚠⚠" with no context. It feels out of character, people scroll past, and you feel gross.

The fix is a structure, not a personality transplant.

3.2 The First Offer Script (memorize this structure)

THE STRUCTURE

Problem → Insight → Invitation

P **Part 1 — A real problem your audience feels.**

"Everyone tells you to 'pick a niche' but nobody tells you how to actually start posting when you have zero followers."

I **Part 2 — A useful insight connected to that problem.**

"What worked for me was following one exact sequence instead of guessing: content system → first 100 followers → first offer. Once I stopped trying to do everything at once, I finally made progress."

V **Part 3 — A relevant, low-pressure invitation.**

"I put the exact sequence I followed into a step-by-step roadmap. If you want it, it's in my bio." (or "link in bio", "DM me 'roadmap' and I'll send it")

That's the whole script. Problem. Insight. Invitation. No pressure tactics. No income claims. No "this product changed my life."

3.3 Your offer script rules (non-negotiables)

- [ ] Only promote an offer you'd recommend to a friend
- [ ] Never fake results you haven't gotten — "I'm using this myself" is enough while you're new
- [ ] One offer at a time. Multiple links confuse beginners
- [ ] Talk about the offer once a week, not once a day. 3-1 Engine means your offer can be that 4th "personal/relatable" post — but value stays in the majority

3.4 Write YOUR first offer script

Fill this in (use the Stage 3.2 examples as a guide):

The problem my audience feels: _____

The insight I can honestly share: _____

My low-pressure invitation: _____

Then post it once this week. Yes, this week — not "when I have more followers." The first one will feel weird. That's normal. Do it anyway.

STAGE 3 CHECKLIST

- [ ] First Offer Script structure understood
- [ ] My own script written (3 blanks filled)
- [ ] First offer post published

STAGE FOUR

The First Commission Checklist

See exactly where you are — and what comes next.

Step 4.1 — Stop measuring success only by sales

Step 4.2 — The First Commission Checklist

Step 4.3 — The weekly review (10 minutes, every Sunday)

Step 4.4 — When something isn't working

4.1 Stop measuring success only by sales

A beginner checking for sales every hour gets discouraged and quits. The fix: measure the actions that **LEAD** to sales — because those are fully in your control.

You cannot control whether someone buys today.
You can control whether you posted, engaged, replied, and offered.

The checklist below is your scoreboard. **Work the checklist, not the sales dashboard.**

4.2 The First Commission Checklist

THE FOUNDATION (STAGE 0)

- [ ] ONE platform chosen
- [ ] ONE affiliate offer approved
- [ ] Profile fixed (name, bio, link, photo)

THE ENGINE (STAGE 1)

- [ ] 3-1 Engine mix adopted
- [ ] 3 value post types chosen
- [ ] 9-idea content bank created and maintained
- [ ] One full week of consistent posting completed

THE AUDIENCE (STAGE 2)

- [ ] 30-minute daily routine running for 14 straight days
- [ ] Time-wasters eliminated
- [ ] Profile passes the 5-second visitor test
- [ ] First 10 followers from your niche
- [ ] First 50 followers from your niche
- [ ] First 100 followers from your niche

THE OFFER (STAGE 3)

- [ ] My First Offer Script written
- [ ] First offer post published
- [ ] Offer mentioned weekly without breaking the 3-1 mix
- [ ] First comment or DM asking about my offer
- [ ] First click on my affiliate link

THE SALE (THE OUTCOME — NEVER THE DAILY GOAL)

- [ ] First affiliate commission earned
- [ ] Followed up with the buyer: thanked them, asked what helped them decide

4.3 The weekly review (10 minutes, every Sunday)

Ask three questions and write one line for each:

1. What did I do this week? (check the checklist, not your feelings)

2. What got a response? (which post, which comment, which conversation)

3. What's the ONE thing I'll adjust next week?

Adjust one thing per week. Not three. Not five. One.

4.4 When something isn't working

No clicks on your offer? Your invitation needs to be clearer — make Part 3 of your script specific about who it's for.

No followers after 3 weeks? Your comments aren't adding value, or your posts aren't about one clear topic.

Followers but no engagement? You're posting at the void without replying — the 30-minute routine's Block 3 is the fix.

Every stall has a named cause and a named fix in this roadmap. That's the point: you should never again wonder what to do next.

The 30-Day Timeline

What realistic progress looks like:

Days 1–7 WEEK ONE	**Stage 0 + start Stage 1.** Profile fixed, platform and offer chosen, 9-idea bank built, first 3-4 posts published.
Days 8–14 WEEK TWO	**Stage 2 begins.** Daily 30-minute routine running. Expect your first relevant followers.
Days 15–21 WEEK THREE	**Keep the routine.** First offer post goes out (Stage 3).
Days 22–30 WEEK FOUR	**Full system running.** Weekly reviews. Ticking checklist boxes. Your first commission usually arrives somewhere in this window — for some people week 5-8, because followers need time to warm up. The system works if you keep working the system.

FINAL WORD

You didn't buy this roadmap to read it.

You bought it to finally stop guessing what to do next. So here's your literal next step: open Stage 0, complete Steps 0.1 to 0.3 **today**. It takes one afternoon, and it's the difference between "another saved PDF" and the day you actually started.

One step. Then the next one.

— JJ

READY TO SEE THE WIDER PATH I PERSONALLY FOLLOWED?

When you've built the foundations and you're ready to see how they connect to a larger affiliate business, watch my mentor's free evergreen masterclass.

Stephy Chen's approach is highly personalised — it's the path I personally followed.

Register for the Free Masterclass →

https://stephychen.com/evergreenmasterclass?fpr=jj-foo35

Affiliate marketing involves effort and risk. Results vary based on your offer, audience, market, consistency, and execution. This roadmap provides education and practical guidance; it does not guarantee earnings or business results. © 2026 JJ Foo · Revenue Rocket Mastery. All rights reserved.