

Affiliate Marketing 101

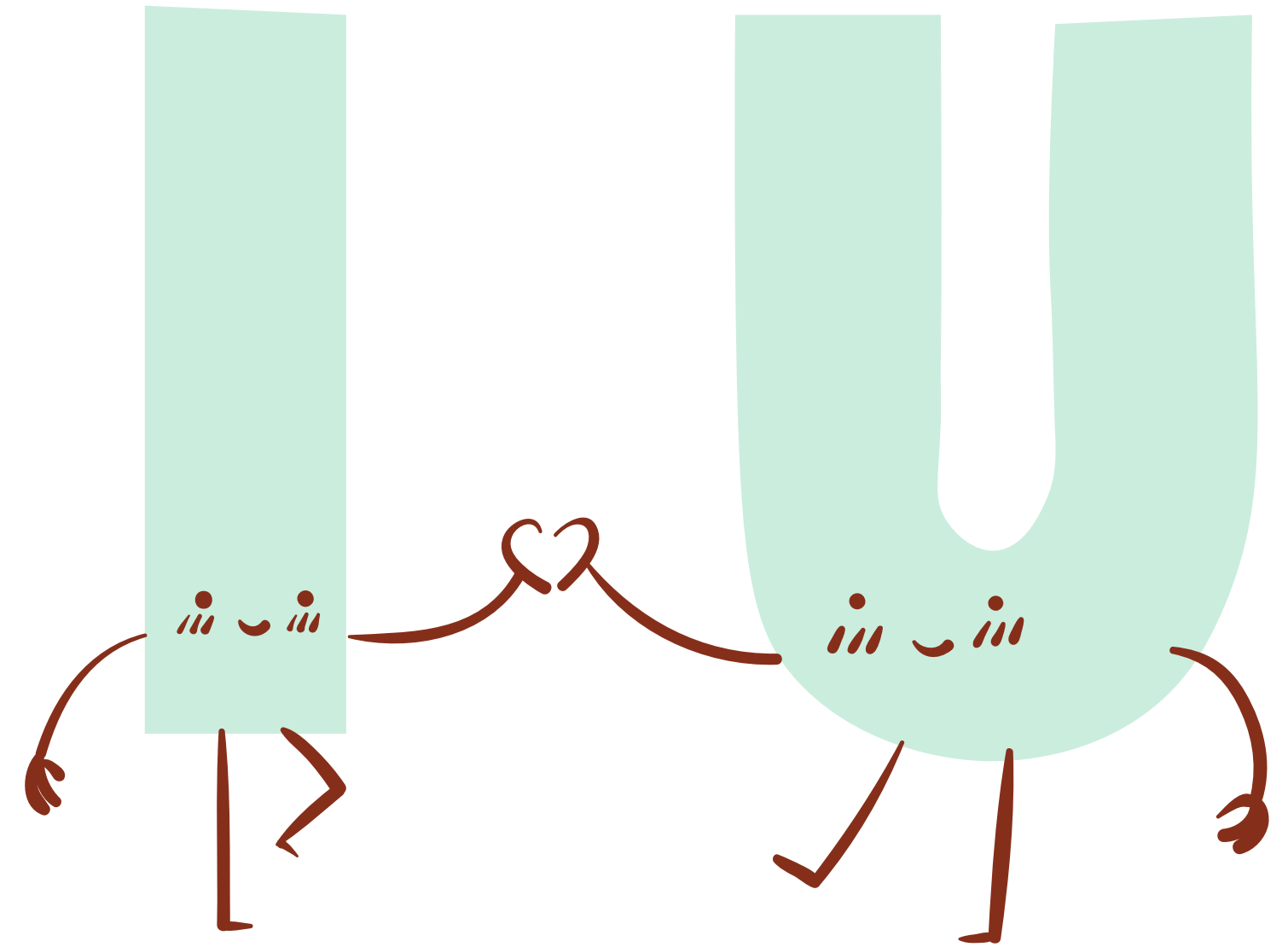
Unlocking Residual Income



@ROCKPAPERCOIN



Authentic connection is
more than just networking
it's connecting.



What Is Affiliate Marketing?

An affiliate program is a way to turn products and services you use or love into a stream of income by sharing your real and relatable feedback with your community

How Does Affiliate Marketing Work?

You recommend a product or service and if someone buys it through your link, you get a commission. Think of it as a 'thank you' from the company for sending them a customer.

Why Does Affiliate Marketing Work?

When it comes to purchasing decisions, people buy from people. Hearing someone you know and trust validate a purchase triggers an emotional response powerful enough to overcome objections.

We do it everyday without even realizing it

What sounds simple to you

is novel to someone else

If you think your message or knowledge can help others,
you have a responsibility to share it.

Where Do I Start?



FOR CLIENTS

Online Galleries + Prints

Albums + Frames

Prints: mugs, ornaments, calendars

Sparklers

Robe + Hangers

Travel Steamer

Ring Cleaner

FOR PROS

Editing Software/Programs

Gear Bags + Camera Straps

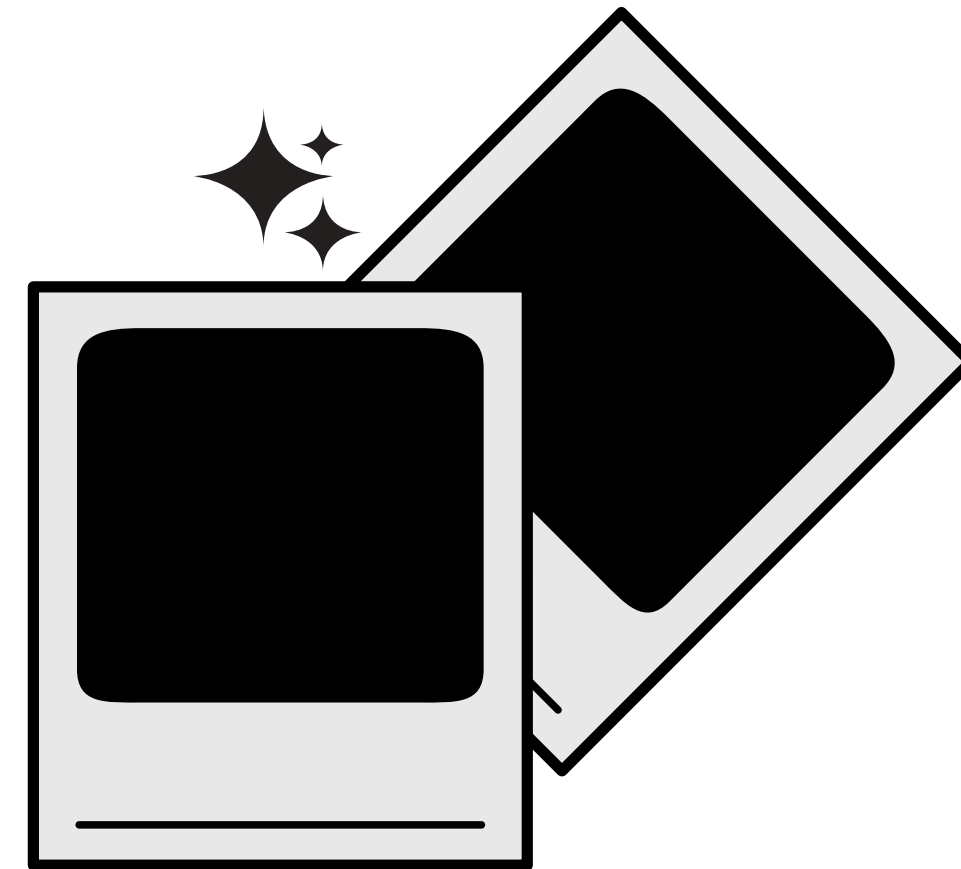
Memory Cards

Printers + Ink

Starter Cameras

What Can I Sell?

Photographers



FOR CLIENTS

Candles + Candle Holders

Baskets + Boxes

Lux Ribbon

FOR PROS

Vases

Shears

Aprons

Tape + Frogs

Easels + Signs

Tech Tools + Platforms

What Can I Sell?

Florists



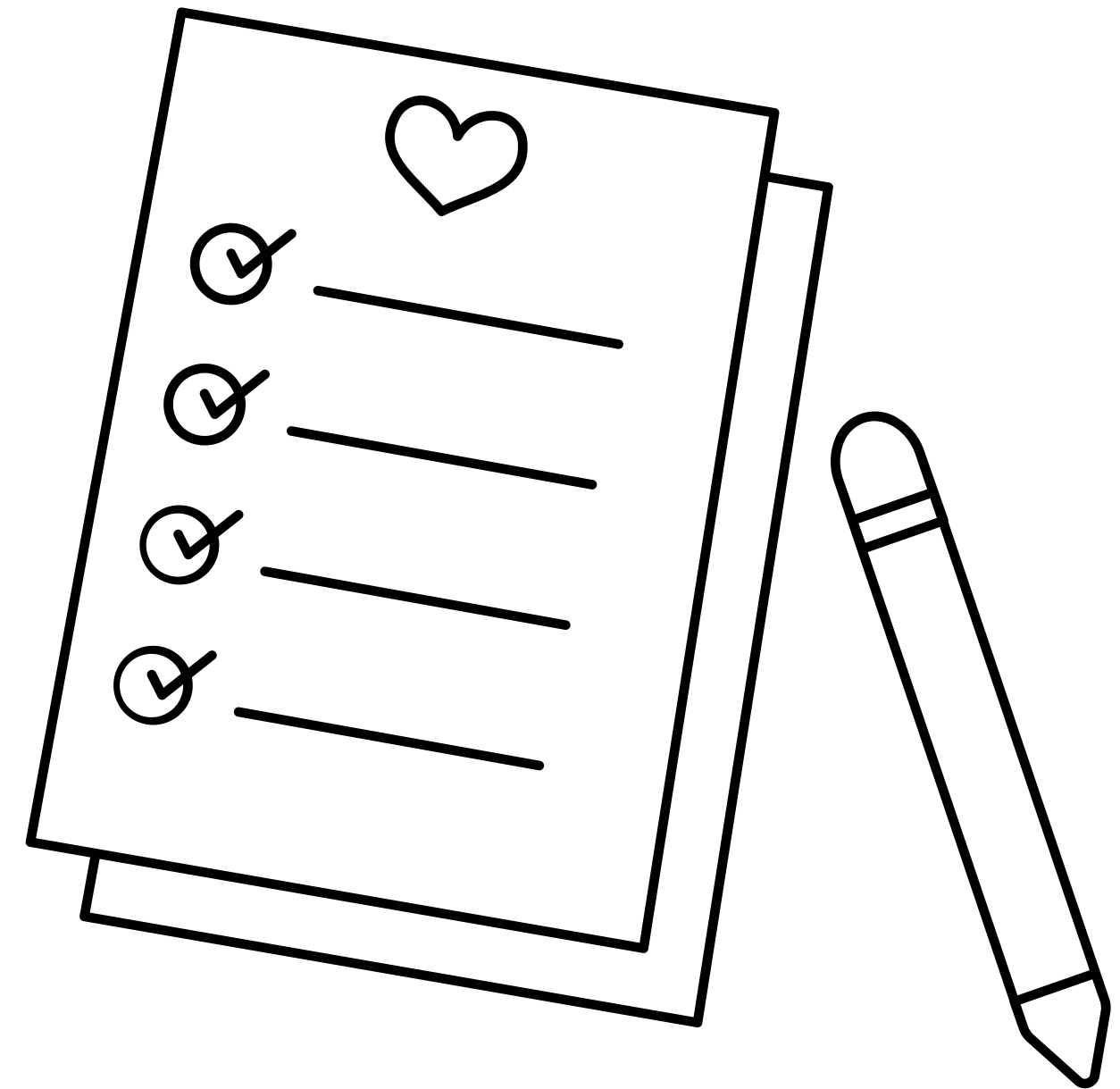
FOR CLIENTS

Sparklers + Buckets
Candles + Candle Holders
Table Numbers + Seating Charts
Easels + Event Signs
Card Boxes + Event Decor
Welcome Bag Kits

FOR PROS

Tech Tools + Programs
Event Insurance
Emergency Kit Items
Walkie Talks + Apple Watch
Outfits/Shoes/Bags

What Can I Sell? *Planners*



FOR CLIENTS

Meal Stickers
Eco-Friendly Tableware
Champagne Glasses
Cake Cutting Sets
Cocktail Napkins + Bar Decor

FOR PROS

Tech Tools + Programs
Barware + Tools
Risers + Food Displays
To Go Food Containers
Portable Kitchen Items

What Can I Sell? *Caterers*



Where Do People Get Stuck?

CONTENT

Forms Of Content

without faces or dances

A blog with links is content

A facebook post with links is content

A blog with links, shared on social media is content

An IG story with a link shared multiple times a week/month is content

What Content Is Right For Me?

→ CREATE SEARCHABLE CONTENT

123 all eyes on me: Pinterest, blogs, website links, social media, Youtube that need to be made often and posted frequently

→ CREATE LASTING CONTENT

Evergreen Content: Pinterest and blogs with links and great SEO that you reshare on socials

→ CREATE RELEVANT CONTENT

Content your audience is curious about that you give fun buy or pass feedback on so they don't need to spend the money themselves (best on reels, Youtube and blogs)

If you don't trust it or believe in it
don't you dare sell it.

“I’m living proof as a venue owner that affiliate programs work - last year; we earned well over \$3,000. The best programs don’t just benefit me—they enhance my client’s experience as I partner with brands that add real value. The key is visibility—build these links into your onboarding emails and planning guides - it will be a game changer”

-Ian Ramirez of Madera Estates
@lanjoseramirez



“As both an educator and a planner, affiliate marketing is more than just an extra stream of income—it’s a strategic way to elevate my brand and expand my visibility as a true thought leader. For pros looking to earn extra revenue from clients, the key is finding programs and products that align with your brand and enhance the value of your services. My go-to programs as an educator are Rock Paper Coin + Timeline Genius. My go-to programs as a planner are Minted and Amazon. When done right it’s a win-win for everyone!

-Terrica of Terrica Inc
@introducingterrica



“The secret to being a successful affiliate - think like a brand. Your most effective referrals won’t come from just dropping a link and hoping for the best—they come from real connections, personal experiences, and genuine enthusiasm. The best affiliates don’t just promote; they educate, they share, they tell stories that feel real. By focusing on authenticity, fostering trust with your audience, and weaving affiliate recommendations naturally into your content, you create impact and the desire to be a part of what you are using and showing. Being a great affiliate isn’t about selling—it’s about sharing what truly works for you in a way that resonates with others and makes them feel like they want to try it too.”

-Hayley Paige of She is Cheval + Hayley Paige
@misshayleypaige



“Affiliate marketing isn’t just for software! There are incredible affiliate opportunities with client gifting, education courses and programs, and online shops you love to get decor and design items from. We use links on our blog, website, newsletters, and socials. The extra income is great, but the real win? Strengthening client trust, loyalty, and long-term relationships with both our client and also our vendor friends in the industry.”

-Adrienna McDermott of Ava and The Bee
@avaandthebee



“As a paper goods designer, I work with so many beautiful materials—paper, envelopes, wax seals—the kind of details that bring an invitation suite to life. Whether it's fellow designers sourcing supplies from me or clients looking for the perfect finishing touches, I share the tools I use every day, and it's been a powerful revenue stream. For me, it's helpful for my community to see me in action, so I make reels showing my process and products. This brings more than just extra income, it's brought eyes to my brand and created more paying customers! I was shocked this year to see we made close to \$100K in our affiliate links alone!”

-Laney Schenk of Design By Laney
@designbylaney



People need to be reminded more often
than they need to be instructed

You Can't Just Tell Someone To Buy Something

Be Real

Only you know why you use something - be real about it

Be Honest

Tell an authentic story about how a product or service benefits you.

Be Open

Chances are they are looking for or using similar tools as you and they just don't know you created this content

The Pros And Cons Of Affiliate Marketing

Income

this revenue stream is HUGE for filling in the gaps of years or seasons that don't go the way you planned

Experiance

offering trusted recommendations can enhance your client's experience period.

Flexibility

Tailor your program to align with your brand and audience and create content anytime you want

Time

It's going to take time to put it out there but use your downtime to build your program or hire it out to a VA

Commitment

How much you share and the effort you put in (among other things) will determine how well some months do than others

Mistrust

Your audience may question your motives if you only pop in once in a while to share links for them to buy.

Recap: Tell Me Like I'm 5

Two ways to use Affiliate Marketing

with your customers

Recommending products or services
your clients might want or need

with your peers

Sharing tools of the trade and
the products you love best

Recap: Tell Me Like I'm 5

Select the right program

- ✓ IS IT RELEVANT TO YOUR BUSINESS AND AUDIENCE?
- ✓ DOES IT PROVIDE REAL VALUE OR SOLVE A REAL-WORLD PROBLEM YOU CAN EXPLAIN?
- ✓ DOES IT OFFER A COMMISSION STRUCTURE THAT MAKES SENSE FOR YOUR EFFORTS?

TO GIVE YOU PERSPECTIVE WE PAY \$35 - \$50 FOR EVERY REFERRAL AT ROCK PAPER COIN, YOU DON'T HAVE TO BE A USER AND WE PAY QUARTERLY

Recap: Tell Me Like I'm 5

The Pros and Cons

- ✓ RESIDUAL INCOME FROM BLOGS, AMAZON STORE, PINTEREST, FACEBOOK GROUP POSTS, NEWSLETTERS (MONEY IN YOUR SLEEP!)
- ✓ SCALES WITH YOUR BUSINESS—THE BIGGER YOUR AUDIENCE, THE BIGGER YOUR EARNINGS
- ✓ NO INVENTORY, NO OVERHEAD - JUST SHARE WHAT YOU LOVE AND WHY YOU LOVE IT
- ⚠ TAKES TIME TO BUILD TRUST—YOUR AUDIENCE NEEDS TO BELIEVE IN YOUR RECOMMENDATIONS AND THEY NEED YOU TO TALK ABOUT IT MORE THAN ONCE
- ⚠ EARNINGS FLUCTUATE—SOME MONTHS WILL BE HIGHER THAN OTHERS AND SOME MONTHS WILL BE ZERO - KEEP GOING!
- ⚠ NOT ALL PROGRAMS ARE EQUAL— ALOT WILL NOT BE WORTH YOUR TIME OR WON'T BE VALUABLE TO EVERYONE

Steps To Success

✓ MAKE A LIST OF THE PRODUCTS & SERVICES YOU USE DAILY OR LOVE

✓ RESEARCH THEIR AFFILIATE PROGRAMS

HOW MUCH DO THEY PAY OUT?

HOW OFTEN DO THEY PAY?

WHAT ARE THE RULES TO GET PAID?

HOW DO THEY PAY YOU - STORE CREDIT, GIFT CARDS, OR MONEY?

✓ START INCORPORATING LINKS NATURALLY INTO YOUR CONTENT

CAMERA SHY? START WITH CONTENT ON BLOGS, FACEBOOK GROUPS, OR IG STORIES

READY FOR THE BIG SCREEN? START A SERIES CALLED “WHAT I USE (OR DON’T) OR THINGS I ACTUALLY LOVE AND YOU SHOULD TOO” AND SHARE ABOUT IT ON REELS, STORIES, AND YOUTUBE.

CATCHY TITLES LIKE “WHY THIS ONE TOOL SAVED MY BUSINESS” OR “WHAT EVERY FLORIST IN THE SOUTH NEEDS THIS SUMMER” ARE WHAT GET CLICKS ALL DAY LONG

✓ DON'T IMAGINE THE AUDIENCE IN THEIR UNDERWEAR, IMAGINE THEM AS KINDERGARTENERS!

THE SIMPLER AND MORE VULNERABLE/REAL THE CONTENT THE BETTER!

EXAMPLE: “I DON’T KNOW WHO NEEDS TO HEAR THIS BUT PLATFORMS SHOULD NOT BE THIS HARD. I USED THIS AND IT WAS A STRUGGLE FOR ME. NOW I USE THIS AND MY PROCESS CHANGED OVERNIGHT - MY CLIENTS WERE SO FRUSTRATED AND NOW THEY ARE BOOKING SO FAST AND I’M DOING HALF THE WORK.”

To Do When You Get Home

- ✓ WRITE BLOGS THAT ARE PURE SEO (HIRE IT OUT IF YOU DON'T KNOW HOW TO DO THIS CORRECTLY!)
- ✓ CREATE A ONE-PAGE PDF WITH LINKS TO SEND TO CLIENTS
- ✓ START A NEWSLETTER AND ASK OTHER PROS IF THEY ARE INTERESTED IN GETTING A LIST OF YOUR FAVORITE RESOURCES - I KNOW IF YOU POST THAT IN A FACEBOOK GROUP, YOU WILL GET LOTS OF NEWBIES EXCITEDLY LOOKING FOR HELP WHO WILL HAPPILY CLICK ON ALL YOUR LINKS!
- ✓ ADD A NEW TAB ON YOUR WEBSITE CALLED RESOURCES AND LINK ALL YOUR FAVORITE THINGS
- ✓ JOIN AMAZON AND LTK AND START ADDING YOUR FAVORITE PRODUCTS TO YOUR “STOREFRONTS”
- ✓ MAKE A SERIES ON IG STORIES SHARE THE LINKS AND THEN SAVE THEM TO A HIGHLIGHT REEL
- ✓ TELL PEOPLE YOU ARE DOING THIS SO THEY CAN SHARE YOUR LINKS TOO AND CHECK THEM OUT

Our Favorite Programs

Sign Up For Their Programs

Rock Paper Coin

Flodesk

Timeline Genius

Minted

GenTux

Etsy

Zola

Black Tux

Rent The Runway

Add your favorite items to these Affiliate Storefronts (for free) and use these links to share with your community

Amazon Storefront

LTK /Shop LTK

Partner with brands that care 

Rock Paper Coin Award winning, affordable, female founded
CRM that's completely changing the industry

Katie Mast, Director of Community Engagement
Katie@rockpapercoin.com

Socials: [@rockpapercoin](https://www.instagram.com/rockpapercoin)

