



Make That Sea Change

The Ultimate Affiliate Program Toolkit

By Paul Watson

The Story Behind My Affiliate Marketing Journey

Hey there and welcome,

My name is Paul and I am the founder of Make That Sea Change. A website aimed at helping those who are looking to break away from the daily grind and fund that sea change that many of us are looking for.

For me, it was sitting on a bus every morning on my way to my little cubicle where I would work all day only to have the decisions of others make it all for nothing (Government work can be like that). Then I would sit on the same crowded bus all the way home - just wishing I was at the beach.

One day I decided to do something about it and found a site called Wealthy Affiliate and my life changed forever. It is not easy, and like any new business, it takes time to make money.. But now, after 2 years, I do it full time - after a walk on the beach of course..

So today I want to help you get started on your same journey with my Affiliate Program Toolkit - a collection of affiliate information, tools and affiliate program suggestions that I use on my websites and projects.

I hope you will find it useful for building your own affiliate business (or drop shipping, MLM or e-commerce)...

Regards,

Paul Watson

Founder of Make That Sea Change

What does this toolkit contain?

Ok, so all I really wanted to do here is just give you a good overview of the process and an insight into some of the affiliate program options you may be interested in...

I have done this by pulling information from a number of places within my website and condensing it into one place that you can refer to whenever needed to answer any questions or to give you a point to start from.

I have also built it as a workbook type setup so that you can also add your own thoughts and information to work from as well.

So, in short this is what the toolkit contains:

- An outline of affiliate marketing
- Four simple steps to success
- Your personal goals
- Profitable affiliate program examples

And finally before we get started, this booklet is a two way street. If you have any questions at all - or need any further assistance - please do not hesitate to reach out either via the email that you downloaded this book from or via:

paul@makethatseachange.com.

Now, let's get stuck in...

Table of Contents

The Story Behind My Affiliate Marketing Journey	1
What does this toolkit contain?	2
Table of Contents	3
What is Affiliate Marketing	5
Four Simple Steps To Affiliate Marketing	6
Step 1 – Choose an Interest	6
Step 2 – Build a Website	9
Step 3 – Attract Visitors	10
Step 4 – Earn Revenue	12
28 Profitable Affiliate Programs	13
Wealthy Affiliate	14
Click funnels	15
Tapfiliate	16
SEMrush	17
Aweber	18
moosend	19
Udemy	20
Bluehost	21
Grammarly	22
Twitch	23
Sandals	24
Booking.com	25
A1 Supplements	26
mysupplementstore.com	27
Masterclass	28

Tony Robbins	29
Binance	30
Cryptohopper	31
Home Sewing Depot	32
Scrapbook.com	33
Arteza	34
Musician's Friend	35
Tackle Direct	36
Golf Outlets USA	37
Coleman	38
Camping world	39
Diamond CBD	40
Superganix	41
Conclusion	42

What is Affiliate Marketing

Affiliate marketing is an online business arrangement where you make commissions on the sale of products that you promote. In short, the process works as follows:

- You locate the products that you want to sell and join the affiliate programs run by the vendor.
- You write about certain products on your website or within social media.
- You then refer people to the vendor to make their purchase via your affiliate links.
- Your referral purchases directly from the vendor who also manages shipping and customer service.
- You are paid a commission by the vendor based on your referral and consequent sale.

Before we continue, I do want to make something really clear here. Success with affiliate marketing can take time. Most will not make any money for at least the first six months, some see some income quicker, and others longer.

The trick is to think about this as you would any traditional bricks and mortar business. Earning money takes time, patience and a lot of work. But once it takes off and you are making passive income - it is well worth the effort.

That said, just because it takes work doesn't mean it is difficult. Let's check out the four simple steps required to setup an affiliate marketing business on the next page...

Four Simple Steps To Affiliate Marketing

As discussed above, Affiliate marketing is not a really difficult process to set up. I built my business following the following four simple steps:



Let's check them out below:

Step 1 – Choose an Interest

I remember always being jealous of those who said that they loved their job because they were working with their passion. Well, this is the opportunity you have here. Step one is all about deciding what it is that you are going to write about.

It can literally be about any subject that you choose such as:

- Something that you are an expert in
- Something you know about and want to become an expert in
- Something that you don't really know a lot about but are really interested in

5 Evergreen Niches

If you are having trouble thinking about a niche, maybe you can look at narrowing your interest into one of 5 well known evergreen niches. These are:

- **Health**
- **Online/Wealth**
- **Self Help**
- **Romance/love**

*When you think about it, these make sense as people will always want to make money, be healthy, improve themselves and fall in love. I have also added another which I think meets the criteria above which is **Hobbies**.*

Hobbies are a great area to check into as they are the areas where people tend to not only want the latest and greatest items - which can lead to continuous sales - but they are willing to spend their disposable income on them. Hobbies can be anything that you can think of such as:

- *Golf*
- *Fishing*
- *Knitting*
- *Scrapbooking*
- *Pets*
- *Gardening*
- *Home decoration*

And so on and so on...

Step 2 – Build a Website

We are using the term ‘build a website’ here as it is the most common means of affiliate marketing, but you could utilise a YouTube Channel, Social Media account, Podcast list or all four – which is most commonly what you will need.

Most website builders allow you to build a new site in a matter of minutes however more work is obviously needed to make it look the way you want so if this is something you are not sure about [click here](#) and watch my free training on how to build a basic website.



Step 3 – Attract Visitors

Ok, this is where the work comes in. It is probably an obvious statement but attracting visitors to your website is the most important aspect of it all. After all, if they cannot find your website, or do not know it exists, then how can they click on a link and find you.

There are many influences that go into getting your site to 'rank' on search engines but from an affiliate marketing point of view one of our main focuses is solving problems:

Think about your own search behaviours when you are online – I would hazard a guess that most searches you do are in order to solve a problem.

Now think of this in a manner in which someone might have problems within the you are of interest such as:

- You know that you want to buy a new item for home use but don't know which is the 'best'.
- You have a problem and need a solution – I.e. "I own a product and want to know how to maintain it".

Your goal here is to determine just what problem/s you are trying to solve for your readers.



Step 4 – Earn Revenue

Once you have a website or social media up and running and are adding good, problem solving content to your posts, then you earn your revenue via affiliate marketing as discussed above.

Revenue is then earned via the affiliate marketing links that you add to your content.

Do you need help setting up your own online business in line with the four steps above?

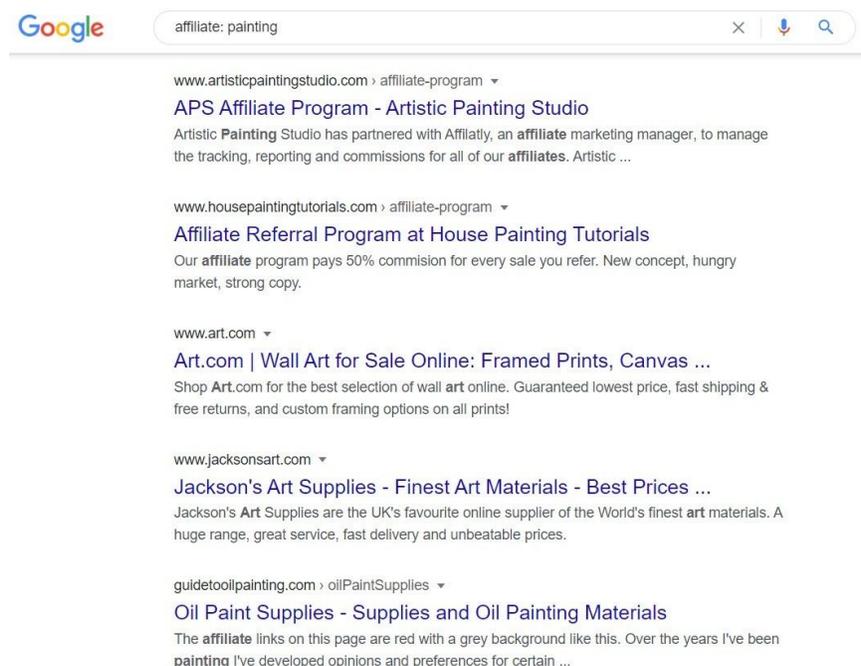
[Click here](#) and get started for FREE!

28 Profitable Affiliate Programs

Ok, so for those of you looking to kick off your affiliate marketing business, here is a list of some of the most profitable affiliate programs that might be of interest to you.

I have chosen an example from some of the most popular online niches as listed above. Each one here is just an example of what is out there so if you are working in another niche then you can find your own as follows:

All you need to do is enter “affiliate: niche type” into your search engine (the example below is for programs within the painting niche).



Ok. let's check out my 28 programs below:

Wealthy Affiliate

Wealthy Affiliate is an all encompassing affiliate marketing site aimed at assisting people in building their own online business. Their product is very popular (over 2 million members) and includes:

- Training
- Web hosting
- Keyword **search tool**
- Domain purchase and registration
- Affiliate program search tool

Commission Rate: \$23.50 per member for each month that they are active (\$14 if you are a starter member)

Payment Terms: Monthly

Cookie Duration: Lifetime – as long as your affiliate link is used.

Application required?: Yes – You will need to join the platform as a member to access your affiliate links. Email address only required.

[Join the Wealthy Affiliate affiliate program here](#)

Click funnels

Click funnels is an extremely well-known digital product for those looking to implement sales funnels. They have built their popularity on the back of Russel Brunson's books and some solid funnel building software. For affiliates, their sales funnels have been built around making the funnel access almost secondary to the free offerings and upsells on offer including:

- **Free books** (user pays postage)
- Access to **challenges**
- Personalised training

Commission Rate: 40%

Payment Terms: Monthly

Cookie Duration: Lifetime 'Sticky' cookies

Application required?: Yes, You will need to enter personal information to apply.

Note: *The affiliate program is free to join with enough to promote their preset options however to access the full range of customisable links, funnels and management options, a platinum membership is required.*

[Join the Click funnels affiliate program here](#)

Tapfiliate

Tapfiliate is an affiliate tracking software company based in Amsterdam. The Tapfiliate software is designed for Affiliate managers to assist them in managing all aspects of their programs including:

- Starting their affiliate programs
- Program tracking and growth
- Integration with E-Commerce and SaaS sites
- Affiliate recruitment and management
- Branding
- Development of Text links, banners and other creatives

Commission Rate: 20% (for first 6 months of customer's membership)

Payment Terms: Monthly

Cookie Duration: 45 days

Application required?: Yes, You will need to enter personal information to apply.

[Join the Tapfiliate affiliate program here](#)

SEMrush

SEMrush promotes itself as an “All-in-one Marketing Toolkit” with a huge range of tools to assist any online marketer, business operator or, as it turns out, affiliate marketers. In the day and age where SEO is a critical element to online marketing success, then SEMrush is definitely worth looking into as a promotional option with a good range of tools including:

- Keyword and back link analysis
- SEO tracking and intelligence
- Paid traffic analysis
- Social media analysis and management
- Brand analysis and optimisation
- Online market research

Commission Rate: Up to 40%

Payment Terms: Twice Monthly

Cookie Duration: 10 years – Cookies work on a first in best dressed scenario

Application required?: Yes – You will need to enter personal and website information to apply. The program is free to join and all affiliates’ applications are pre-approved by BeRush.

[Join the SEMrush affiliate program here](#)

Aweber

Aweber, is an email autoresponder that offers recurring commissions as part of its affiliate program. Aweber offers a large range of functionality within its autoresponder software including:

- Unlimited Emails
- Automation and Segmenting
- Analytics
- Customer Solutions
- Sign Up Forms and Landing pages
- Integrations
- Image Hosting
- 6,000+ Stock Photos
- 700+ Email Templates

Commission Rate: 30%

Payment Terms: Monthly

Cookie Duration: 12 Months

Application required?: Yes, You will need to enter personal information to join their program.

[Join the Aweber affiliate program here](#)

moosend

moosend promotes itself as the “all-in-one marketing platform that your business deserves”. It offers a great range of online marketing tools to assist any business with its online endeavours including:

- Email Marketing
- Marketing Automation
- Landing Pages
- Subscription Forms
- Newsletter Editor
- Ecommerce AI
- Personalization
- Tracking
- Reporting & Analytics
- Integrations

Commission Rate: 30%

Payment Terms: Monthly

Cookie Duration: 120 days

Application required?: Yes, You will need to enter personal and website information to apply.

[Join the moosend affiliate program here](#)

Udemy

Udemy is an online training marketplace allowing freelance training developers to create and publish content for users to purchase and use. There are over 100,000 online courses covering the following content

- Development, IT – websites, apps, hardware, software platforms
- Business – strategy, finance, management
- Personal Development – productivity, self-esteem, leadership
- Design – web design, graphic design, clothing design
- Marketing – social media, strategic marketing, affiliate marketing
- Lifestyle – pets, sport, travel, arts and crafts, music
- Photography – types of photography, digital, film
- Health and Fitness – nutrition, general sports, yoga
- Teaching and Academic – maths, science, language

Commission Rate: 15% and up

Payment Terms: Monthly

Cookie Duration: Not Stated

Application required?: Yes, Udemy's affiliate program is managed by Rakuten. You will be required to apply for an account then for the Udemy affiliate program.

[Join the Udemy affiliate program here](#)

Bluehost

Bluehost is a " leading web hosting solutions company" with a large range of web solution offerings including:

- Hosting - for all levels of use
- Wordpress hosting and editing
- Domain access
- Professional services
- Domain email services

Commission Rate: \$65 per signup

Payment Terms: Monthly

Cookie Duration: Not stated

Application required?: Yes, You will need to enter personal and website information to join their program.

[Join the Bluehost affiliate program here](#)

Grammarly

Grammarly is an online writing assistant allowing users to "compose bold, clear, mistake free" text in a number of media platforms including:

- Gmail, Outlook and Messenger
- Google Docs, Slack, JIRA and Salesforce
- Facebook, Twitter and LinkedIn

There are options to check Tone and for Plagiarism as well.

Commission Rate: 20 - 30% + Activation bonus

Payment Terms: Monthly

Cookie Duration: 90 Days

Application required?: Application required?: Yes, Grammarly's affiliate program is managed by Share-A-Sale or CJ Affiliates. You will be required to apply for an account then for the Grammarly affiliate program.

[Join the Grammarly affiliate program here](#)

Twitch

Twitch is "the world's leading live streaming platform for gamers" where users can upload and/or watch live or pre-recorded video game gameplay. There are also other options on the platform such as game competitions, chats and other videos to do with gaming as well.

Affiliates can earn on Twitch by accepting subscriptions from their viewers.

Commission Rate: 50% of subscriptions, 5% on game sales

Payment Terms: Monthly

Cookie Duration: Not Stated

Application required?: Yes, You will need to be a member with 50 Twitch followers and 500 broadcast minutes over the last 30 days, seven unique broadcast days, and an average of 3 or more concurrent viewers.

[Join the Twitch affiliate program here](#)

Sandals

Sandals Resorts are a series of 5 star, adults only, all-inclusive luxury resorts and a perfect site for any adult holiday related niche such as:

- Holidays for two
- Honeymoons
- Luxury resorts
- Child free vacations
- Naughty escapes and so on

Commission Rate: Starting at 4%

Payment Terms: Monthly

Cookie Duration: 60 days

Application required?: Yes – The Sandals affiliate program is managed by CJ Affiliate. You will be required to apply for an account and then for the Sandals affiliate program. You will need to enter personal and website information as well as promotional plans and platforms to be used.

[Join the Sandals affiliate program here](#)

Booking.com

Booking.com provides access to over 2,555,094 properties such as hotels, resorts, houses, villas and so on ranging from budget to extreme luxury lodgings as well as:

- Flights
- Cars
- Tours
- Airport Transfers

Commission Rate:

- 4 – 40% (dependent upon the number of booking referred per month)
- 50 € for each property that you refer to Booking.com

Payment Terms: Monthly

Cookie Duration: Not stated

Application required?: Yes – Basic personal and website information required.

[Join the booking.com affiliate program here](#)

A1 Supplements

A1 Supplements started almost 30 years ago as a supplier to the fitness industry with a massive range of supplements including:

- Protein – powders, drinks and bars
- Sports nutrition – pre and post workout, BCAA, Amino acids and muscle builders
- Diet and lifestyle – fat burners, probiotics, food supplements, keto supplements and essential oils
- Vitamins – sleep and health supplements

Commission Rate: 10%.

Payment Terms: Monthly.

Cookie Duration: 30 Days.

Application required?: Yes, A1's affiliate program is managed by both Share-a-Sale and CJ Affiliates. You will be required to apply for an account with either platform then for the A1 Supplements affiliate program. You will need to enter personal and website information as well as promotional plans and platforms to be used.

[Join A1 Supplements affiliate program here](#)

mysupplementstore.com

mysupplementstore.com is a large health supplement site stocking over 5000 vitamins and supplements from all of the major brands. Obviously 5000 products makes it too many to list here however they do cover the following categories:

- Sport Nutrition
- Vitamins and minerals
- ProHormones/Support
- Immunity support
- Food and Snacks
- Personal Care

Commission Rate: 20% and up.

Payment Terms: Monthly.

Cookie Duration: 30 Days.

Application required?: Yes, you will need personal and promotional information to apply.

[Join the mysupplementstore.com affiliate program here](#)

Masterclass

Masterclass is a cool little self development site offering online classes taught by instructors famous for their craft including Gordon Ramsay, Natalie Portman, Stephen Currey, Steve Martin, Serena Williams and many more. The classes combine great video content, interactive assignments, and social interaction and cover the following categories:

- Business, Politics & Society
- Music & Entertainment
- Writing
- Design, Photography, & Fashion
- Culinary Arts
- Film & TV
- Sports & Games

Commission Rate: 25% + sales bonuses

Payment Terms: Monthly

Cookie Duration: 30 Days

Application required?: Yes, the Masterclass affiliate program is managed by Share-A-Sale. You will be required to apply for an account then for the Masterclass affiliate program. You will need to enter personal and website information as well as promotional plans and platforms to be used.

[Join the Masterclass affiliate program here](#)

Tony Robbins

This next one probably needs no introduction but if you are looking for a well-known program with plenty of personal development opportunities then check out the Tony Robbins pages. There is a lot to promote here including:

- Courses
- Seminars
- Experiences
- Coaching

Commission Rate: 15%

Payment Terms: Monthly

Cookie Duration: 45 days

Application required?: Yes, the Tony Robbins affiliate program is managed by CJ Affiliates. You will be required to apply for an account then for the Tony Robbins affiliate program. You will need to enter personal and website information as well as promotional plans and platforms to be used.

Marketing material provided: Banners, Text Links

[Join the Tony Robbins affiliate program here](#)

Binance

Binance is a large and well-known crypto management site that “beyond operating the world's leading cryptocurrency exchange... spans an entire ecosystem”. Its main operation is obviously as a trading platform for cryptocurrency of all types however it also expands (via its ecosystem) into other areas of operation including:

- Exchange for blockchain and crypto
- Labs for blockchain projects
- Token launchpad
- Information platform
- Research services
- Blockchain and crypto education
- Blockchain charity foundation
- Trust Wallet

Commission Rate: 40 - 50%

Payment Terms: Monthly

Cookie Duration: Not Stated

Application required?: Yes, you will need to enter personal and website information as well as promotional plans and platforms to be used.

[Join the Binance affiliate program here](#)

Cryptohopper

Cryptohopper is a “world-class automated crypto trading bot” allowing cryptocurrency traders to manage all their exchange accounts, use market-making and exchange/market arbitrage and simulate or backtest their trades as well. All in all, available bot features include:

- Automatic Trading
- Exchange Arbitrage
- Market Making Bot
- Mirror trading
- Trailing Stops
- Paper trading
- Strategy Designer
- Backtesting
- Exchanges

Commission Rate: up to 15% on every transaction – recurring

Payment Terms: Monthly

Cookie Duration: Not Stated

Application required?: Yes – You will need to enter personal, business and website/social media information to apply.

[Join the Cryptohopper affiliate program here](#)

Home Sewing Depot

Next we look into the home decor & decorating side of the sewing niche with Home Sewing Depot . They offer “everything you need to create your own custom decor at a fraction of the retail cost” including:

- Drapery Supplies
- Drapery Hardware
- DIY Cornice Kits
- Upholstery Supplies
- Grommet Supplies
- Sewing Supplies
- Home Decor
- Irons, Steamers, Sewing Machines

Commission Rate: 8%

Payment Terms: Monthly

Cookie Duration: 90 Days

Application required?: Yes, the Home Sewing Depot affiliate program is managed by Share-a-Sale. You will be required to apply for an account then for the Home Sewing Depot affiliate program. You will need to enter personal and website information as well as promotional plans and platforms to be used.

[Join the Home Sewing Depot affiliate program here](#)

Scrapbook.com

Let's start with an all in one site in Scrapbook.com. Scrapbook.com is a massive scrapbooking site providing access to over 50,000 products – many exclusive to this site. Their range is way too large to list here however their main categories include:

- Adhesives
- Albums
- Die Cutting
- Embellishments
- Kits
- Mixed Media
- Paper & Card stock
- Stamps, Inks, etc.
- Stencils and Stickers
- Storage, Organization and Tools

Commission Rate: up to 20%

Payment Terms: Monthly

Cookie Duration: 30 Days.

Application required?: Yes, You will need to enter personal and website information to apply.

[Join the Scrapbook.com affiliate program here](#)

Arteza

Whilst possibly better categorised as an arts and crafts site rather than a painting one as such, Arteza stocks a massive range of products to assist anybody in starting or maintaining their painting hobby including:

- Paint and Mediums
- Canvas and Surfaces
- Paper and Boards
- Easels and Display
- Art Sets and Bundles
- Crafting supplies for drawing, scrapbooking, pottery, wood crafting and beading.

Commission Rate: Up to 15%

Payment Terms: Monthly

Cookie Duration: 30 Days

Application required?: Yes, Arteza's affiliate program is managed by Share-A-Sale. You will be required to apply for an account then for the Arteza affiliate program. You will need to enter personal and website information to apply.

[Join the Arteza affiliate program here](#)

Musician's Friend

Musician's Friend is a massive music site providing access to just about every tune making product available including:

- Guitars, Bass Guitars, Ukuleles, Mandolins & Banjos
- Amplifiers & Effects
- Drums & Percussion
- Band & Orchestral Instruments
- Keyboards & MIDI
- Live Sound, Recording
- Lighting & Stage Effects
- DJ Gear, Microphones & Wireless
- Software & Downloads, Books, Sheet Music & Media

Commission Rate: 4%

Payment Terms: Monthly

Cookie Duration: Not Stated.

Application required?: Yes, the Musician's Friend affiliate program is managed by CJ Affiliates. You will be required to apply for an account then for the Musician's Friend affiliate program. You will need to enter personal and website information as well as promotional plans and platforms to be used.

[Join the Musician's Friend affiliate program here](#)

Tackle Direct

Tackle direct is a fantastic site on which to base your own fishing based affiliate marketing business (I actually lost 20 minutes of writing time here as I was too busy checking everything out that it has.). There are over 80,000 products on the site – too many to list here obviously but they do have the following:

- Rods and Reels
- Line
- Tackle
- Clothing
- Fishing accessories
- Boat electronics and accessories
- Safety and survival gear

Commission Rate: up to 6%

Payment Terms: Monthly

Cookie Duration: 30 Days.

Application required?: Yes – The Tackle Direct affiliate program is managed by Ratuken Linkshare. You will be required to apply for an account, set up your network and then for the Tackle Direct affiliate program. You will need to enter personal and website information as well as promotional plans and platforms to be used.

[Join the Tackle Direct affiliate program here](#)

Golf Outlets USA

Golf Outlets USA is a massive golf related site offering a great range of products – in fact, products to cover almost everything required to get a person ready to hit the links including:

- Sets
- Clubs
- Carts & Bags
- Apparel
- Shoes
- Accessories and components
- Tees, balls, towels, gloves and so on

Commission Rate: 5%

Payment Terms: Monthly

Cookie Duration: Not Stated

Application required?: Yes – Golf Outlets USA's affiliate program is managed by CJ Affiliates. You will be required to apply for an account and then for The Golf Outlet USA affiliate program. You will need to enter personal and website information to apply.

[Join the Golf Outlets USA affiliate program here](#)

Coleman

Coleman encompasses a massive range of well-known and trusted camping products with good quality and a great price range including:

- Tents & shelters
- Grills & kitchen
- Coolers & drink ware
- Lanterns & lights
- Sleep & camp furniture
- Gear, gadgets & ATV
- Replacement parts

Commission Rate: 5%

Payment Terms: Monthly

Cookie Duration: 14 Days.

Application required?: Yes – Coleman's affiliate program is managed by Avantlink. You will be required to apply for an account and then for the Coleman affiliate program. You will need to enter personal and website information as well as promotional plans and platforms to be used.

[Join the Coleman affiliate program here](#)

Camping world

Camping world has a massive range of products for inside and outside RVS as well as other general camping, boating, fishing and hunting gear for amateurs and enthusiasts alike making it a great program for any camping niche. Oh, and it also sells actual RVs too.

Commission Rate: 6%

Payment Terms: Monthly

Cookie Duration: 10 days

Application required?: Yes – Camping World's affiliate program is managed by Rakuten. You will be required to apply for an account and then for the Camping World affiliate program. You will need to enter personal and website information as well as promotional plans and platforms to be used.

[Join the Camping World affiliate program here](#)

Diamond CBD

Diamond CBD are a multi-brand site with over 500 products and 20+ brands products to choose from including:

- Oils
- Drinks
- Edibles
- Capsules
- Creams
- Pets
- Bath and Body
- Vapes

Commission Rate:

- 20 – 30% on sales.
- 5% all revenue earned by any affiliate referred to the site

Payment Terms: Monthly

Cookie Duration: 90 Days

Application required?: Basic information form with personal and website details – website information requirements are quite comprehensive.

[Join the Diamond CBD affiliate program here](#)

Superganix

Superganix is a Colorado based company specialising in 100% organic, THC free hemp oil with a range of broad-spectrum tinctures, balms and skin creams aimed to “support each individual’s goal for better health in mind and body”.

Commission Rate: 30%.

Payment Terms: Monthly.

Cookie Duration: 60 Days.

Application required?: Yes – personal and website information required.

[Join the Superganix affiliate program here](#)

Conclusion

Ok, So that is it for now... I hope it has been helpful and again, please do not hesitate to reach out if you have any questions.

Paul