

Lesson 3 should follow naturally from Lessons 1 and 2:

Lesson 1: Understand affiliate marketing.

Lesson 2: Choose who you want to help and what problem they have.

Lesson 3: Find the right products and services that can genuinely solve that problem.

This lesson should teach students that **the goal isn't to find the product with the biggest commission—it is to find the best fit between the audience, their problem and the solution.** That is strongly aligned with your Knowledge Base's principles of clear problem-solution fit and customer-centric monetisation.

Lesson 3 — Find Products Worth Promoting

Lesson objective

By the end of this lesson, students will be able to:

- Understand what an affiliate product is.
 - Understand where affiliate opportunities can come from.
 - Identify products that fit their niche.
 - Evaluate an affiliate offer beyond its commission rate.
 - Understand the difference between one-time and recurring commissions.
 - Recognise the importance of trust and relevance.
 - Create a shortlist of potential products to investigate.
 - Choose products based on **audience need first, commission second.**
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1. Welcome to Lesson 3

In Lesson 1, you learned **how affiliate marketing works.**

In Lesson 2, you identified:

- Your niche
- Your audience
- Their problems
- Their desired outcomes

Now we're ready for the next question:

What can you recommend to help them?

This is where affiliate products come in.

But there's an important mindset shift I'd like you to make before we begin.

Don't ask:

“What product can I sell?”

Instead ask:

“What does my audience need help with?”

Then:

“What products or services could genuinely help them?”

That difference is incredibly important.

2. What Is an Affiliate Product?

An affiliate product is a product or service that you can promote through an affiliate programme.

The business gives you a way of identifying customers who come through your referral.

If someone completes the qualifying action required by that programme, you may receive a commission.

The product could be almost anything relevant to your chosen niche.

For example:

Fitness niche

Potential products could include:

- Fitness equipment
- Fitness apps
- Training programmes
- Books
- Nutrition resources
- Clothing

- Relevant software or services

Photography niche

Potential products could include:

- Cameras
- Lenses
- Tripods
- Lighting
- Editing software
- Photography courses
- Online services

Online business niche

Potential products could include:

- Website platforms
- Email marketing software
- Design tools
- AI tools
- Productivity software
- Educational programmes
- Business services

The important word is:

Relevant.

3. The Golden Rule of Affiliate Products

Give your students this rule:

Never start with the commission. Start with the customer.

Suppose you discover two products.

Product A

Commission: £50

But it doesn't really solve your audience's problem.

Product B

Commission: £10

But it is genuinely useful and highly relevant to your audience.

Which should you recommend?

Product B.

Why?

Because your audience's trust is more valuable than a single commission.

If you consistently recommend things that aren't useful, people will eventually stop listening to you.

If you consistently provide useful recommendations, you can build credibility.

The Knowledge Base specifically emphasises **customer-centric monetisation**, where value is proven first and monetisation follows naturally.

4. Think Like a Trusted Adviser

Imagine that your audience member asks:

“I've got this problem. What would you recommend?”

Imagine you're sitting across the table from them.

Would you recommend the product because:

“It gives me the biggest commission”?

Or because:

“I genuinely think this is appropriate for your situation”?

The second approach creates a much stronger foundation.

Your role is not:

Affiliate salesperson.

Your role is:

Trusted guide.

You help people understand their options and make better-informed decisions.

5. The Product-Fit Triangle

Here's a simple framework students can use.

An affiliate product should ideally sit at the intersection of three things:

1. Audience

Who are you helping?

2. Problem

What are they struggling with?

3. Solution

What can genuinely help them?

Think:

Audience + Problem + Solution = Product Fit

Example

Audience

Beginner photographers.

Problem

They don't know what equipment they actually need.

Solution

Clear guidance on beginner photography equipment.

Potential affiliate products

- Beginner cameras
- Lenses
- Tripods
- Lighting
- Memory cards

- Camera bags

Notice that you didn't start by looking for a camera with the biggest commission.

You started with the **customer's problem**.

6. Where Can You Find Affiliate Products?

There are several places students can investigate.

Affiliate networks

These bring multiple merchants or programmes together in one place.

They can make it easier to discover opportunities across different categories.

Individual company affiliate programmes

Some businesses run their own affiliate programmes directly.

Products you already use

This can be a useful starting point because you may already understand the product and its benefits.

Services and software

Affiliate marketing isn't limited to physical products.

Many online services and software businesses may offer affiliate arrangements.

Educational products

Depending on the niche, relevant books, courses, training programmes or educational resources may be available.

The exact programmes, commission rates and eligibility requirements vary, so students should always check the current terms of the individual programme before promoting anything.

7. Don't Join 50 Affiliate Programmes

This is another common beginner mistake.

A student discovers affiliate marketing and thinks:

"I need loads of affiliate links."

They join programme after programme.

Now they have:

- Dozens of products
- Dozens of dashboards
- Dozens of links
- No audience
- No content
- No clear strategy

That's backwards.

Instead:

Start with a small number of highly relevant products.

You might initially identify **3–5 products or services** worth investigating.

Then create useful content around the problems those products can solve.

This keeps the business lean, which is consistent with the Knowledge Base's emphasis on sustainable, low-cost operations.

8. One-Time vs Recurring Commissions

This is an important concept for beginners.

Some affiliate programmes may pay a **one-time commission**.

For example:

A customer purchases a £100 product.

You receive an applicable commission once.

Other programmes may offer **recurring commissions**, depending on their terms.

For example:

A customer subscribes to a £30-per-month service.

If the affiliate programme offers an ongoing commission and the customer continues to qualify under its terms, the affiliate may continue receiving commissions.

Why does this matter?

Recurring revenue can potentially make an affiliate business more sustainable because you're not always starting from zero.

Your Knowledge Base specifically highlights **recurring revenue models** as a scalable business characteristic.

However:

Never choose a product solely because it has recurring commissions.

The product still needs to be genuinely useful and appropriate for your audience.

9. What Makes a Good Affiliate Product?

Let's create a simple checklist.

A potentially strong affiliate product should ideally be:

Relevant

Does it directly relate to your audience?

Useful

Does it solve a genuine problem?

Quality

Would you feel comfortable recommending it?

Understandable

Can you explain what it does and who it's for?

Valuable

Does the customer receive meaningful value?

Trustworthy

Is the company/product something you can confidently associate yourself with?

Sustainable

Could you create multiple useful pieces of content around it?

These factors are often more important than simply looking at the commission percentage.

10. The 7-Question Product Test

Give your students this test.

Before promoting a product, ask:

Question 1

Does my audience actually need this?

If not, stop.

Question 2

Does it solve a problem I've identified?

If not, stop.

Question 3

Would I recommend it if there were no commission?

This is a powerful question.

Question 4

Can I explain why it's useful?

If you can't explain the value, you may not understand the product well enough.

Question 5

Are there alternatives my audience should consider?

Being honest about alternatives can increase trust.

Question 6

Does the product fit my values and the type of business I want to build?

This connects with the NorthStar principle of alignment.

Question 7

Can I create genuinely useful content around it?

If yes, you may have a good content opportunity.

11. Product Features vs Customer Benefits

This is an important marketing lesson.

A feature tells someone:

What the product does.

A benefit tells them:

Why that matters to them.

Example

Imagine you're promoting a productivity app.

Feature:

“The app includes automated task reminders.”

Benefit:

“You can reduce the chance of forgetting important tasks.”

The benefit connects the product to the customer's problem.

That's what good affiliate content should do.

12. Don't Just Copy the Sales Page

This is another important lesson.

If a company gives you marketing material, you don't need to simply repeat:

“Amazing! Revolutionary! Best product ever!”

Instead, become useful.

Explain:

- Who it's for
- Who it isn't for
- What problem it solves
- How it works
- What the important features are
- What the benefits are
- What alternatives exist
- What someone should consider before buying

This transforms you from **another promotional voice** into a useful resource.

13. The Right Product for the Right Person

Not every product is right for every customer.

Imagine you're in a camera niche.

Someone wants:

“A simple camera for family holidays.”

Another person wants:

“Professional equipment for commercial photography.”

They may have completely different needs.

A good affiliate marketer doesn't simply say:

“This is the best camera.”

Instead:

“This may be a good option if you're looking for X, but if you need Y, another type of product may be more appropriate.”

That type of honesty can build trust.

14. The Affiliate Product Matrix

Now give your students a practical tool.

Ask them to create this table:

Product	Audience problem it solves	Who is it for?	Main benefit	Commission type	My confidence
Product 1					
Product 2					
Product 3					

Product	Audience problem it solves	Who is it for?	Main benefit	Commission type	My confidence
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Product 4

Product 5

The **commission type** column could include:

- One-time
- Recurring
- Lead-based
- Other

Students should verify the actual terms with each programme.

15. Example Product Matrix

Let's use the niche:

Simple technology for solo business owners.

Product	Problem	Who is it for?	Benefit	Commission	Confidence
Website tool	Need a website	New business owners	Create an online presence	Programme-specific	High
Email platform	Need to communicate with customers	Solo businesses	Manage email marketing	Programme-specific	High
Design tool	Don't know how to create graphics	Non-designers	Create visual content	Programme-specific	Medium
Productivity tool	Struggle to organise tasks	Busy entrepreneurs	Manage work more effectively	Programme-specific	High
AI tool	Need help	Small	Speed up	Programme-specific	Medium

Product	Problem	Who is it for?	Benefit	Commission	Confidence
	creating content	business owners	certain tasks	specific	

The student now has a **starting product ecosystem** rather than one random affiliate link.

16. Your Product Ecosystem

This is an excellent concept to introduce early.

Instead of thinking:

“I need one product to promote.”

Think:

“What collection of solutions could help my audience?”

For example, your audience might need:

Education

“How do I get started?”

↓

Tool

“What software do I need?”

↓

Equipment

“What equipment should I buy?”

↓

Service

“What can I outsource?”

↓

Advanced solution

“What should I use once I've grown?”

This creates opportunities for different types of content and potentially different affiliate offers.

17. Avoid Promoting Everything

More products do **not** automatically mean more money.

In fact, too many recommendations can create confusion.

Imagine someone visits your website and sees:

47 different tools.

They may think:

“Which one am I supposed to choose?”

Instead, become known for helping people simplify decisions.

For example:

“Here are the three tools I'd consider for a beginner, depending on your situation.”

That's much more useful.

The Knowledge Base emphasises **simplicity and accessibility**, particularly for non-technical users.

18. What If You Haven't Used the Product?

This is an important ethical question.

You shouldn't pretend to have personal experience with something you haven't used.

Instead, be transparent.

You can say:

“I haven't personally used this product, but I've researched its features and compared it with these alternatives.”

Or:

“Based on the information available, this appears to be designed for...”

Trust comes from being honest.

19. Affiliate Disclosure

Students should also understand that affiliate relationships should be disclosed appropriately.

A simple disclosure might be:

“Some of the links in this content are affiliate links. If you make a qualifying purchase through one of these links, I may receive a commission at no additional cost to you.”

The exact disclosure requirements depend on the country, platform and circumstances, so students should check the applicable rules where they operate.

The principle is simple:

Be transparent with your audience.

20. What NOT to Do

Give students this list.

Don't:

- ✗ Promote something you've never researched.
- ✗ Recommend something solely because of the commission.
- ✗ Make exaggerated claims.
- ✗ Pretend you've used a product when you haven't.
- ✗ Hide the fact that a link is an affiliate link.
- ✗ Recommend products that don't fit your audience.
- ✗ Create fake urgency.
- ✗ Tell people something is “guaranteed” when it isn't.
- ✗ Promote dozens of unrelated products.

Instead:

Do:

- ✓ Focus on relevance.

- ✓ Be honest.
 - ✓ Explain the problem.
 - ✓ Explain the solution.
 - ✓ Compare options.
 - ✓ Provide useful information.
 - ✓ Make your recommendations clear.
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21. The Product Selection Formula

Give students this simple formula:

Right Audience + Real Problem + Useful Solution + Trust = Strong Affiliate Opportunity

And remember:

Commission is the business model—not the reason to recommend the product.

22. Lesson 3 Practical Exercise

Now it's time for students to research.

Step 1 — Return to Your Niche

Write:

My niche: _____

My audience: _____

Their biggest problem: _____

Their desired result: _____

Step 2 — Brainstorm 10 Possible Solutions

Write down **10 things** that could potentially help your audience.

These might include:

- Products
- Software
- Services
- Books
- Courses
- Equipment
- Apps
- Tools
- Subscriptions
- Other resources

Don't worry about whether they're affiliate products yet.

Just identify potential solutions.

Step 3 — Narrow It Down

Choose your **top 5**.

For each one, answer:

What problem does it solve?

Who is it for?

What is the main benefit?

Would I genuinely recommend it?

Could I create useful content around it?

23. Your Affiliate Product Scorecard

Now score each product from 1–5.

Criteria	Score
Relevant to my audience	/5

Criteria	Score
Solves a real problem	/5
Useful/value to customer	/5
I understand the product	/5
I would feel comfortable recommending it	/5
Content opportunities	/5
Fits my business values	/5
Total	/35

Again, the highest score isn't automatically the answer.

The scorecard is designed to make students **think critically before promoting something**.

24. Lesson 3 Challenge

Ask students to choose their **top three potential affiliate products**.

For each one, complete:

My audience is: _____

Their problem is: _____

The product/service is: _____

It could help because: _____

The type of content I could create is: _____

Example

Audience: Beginner home entrepreneurs

Problem: They don't know how to create a professional website.

Product: Website-building platform.

It could help because: It provides tools for creating a website.

Content idea: "How to Create Your First Business Website as a Beginner."

25. Lesson 3 Quick Check

Question 1

What should you consider before the commission?

- A. Audience relevance
- B. Product colour
- C. How many affiliates promote it
- D. How expensive it is

Answer: A

Question 2

What is more important?

- A. Promoting as many products as possible
- B. Finding products that genuinely fit your audience's needs

Answer: B

Question 3

Should you recommend a product you believe is unsuitable simply because it pays a high commission?

- A. Yes
- B. No

Answer: B

Question 4

What is the difference between a feature and a benefit?

- A. A feature explains what something does; a benefit explains why that matters to the customer.
- B. They are exactly the same.

Answer: A

Question 5

Why might recurring commissions be attractive?

- A. They can potentially create ongoing revenue from qualifying customers.
- B. They guarantee income forever.
- C. They mean you don't need an audience.

Answer: A

26. Lesson 3 Key Takeaways

Give your students these five points:

- 1. Don't choose products because they pay the highest commission.**
 - 2. Start with your audience's problem.**
 - 3. Find products that genuinely provide a relevant solution.**
 - 4. Trust is one of your most valuable business assets.**
 - 5. Start with a small number of relevant products and learn what your audience responds to.**
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27. Lesson 3 Homework

Before moving to Lesson 4, students should complete:

- Identify **10 possible solutions** for their audience.
- Narrow them down to **5 potential products/services**.
- Research whether affiliate programmes exist for those products/services.
- Identify the programme's current commission structure and terms where available.
- Score their five options using the **Product Scorecard**.
- Select their **top 3 products/services to investigate further**.
- Write one piece of content they could create around each product.

Their final worksheet should look like this:

My niche: Beginner home fitness

My audience: Busy women over 40

Their problem: They want to exercise but struggle with time, confidence and knowing where to start.

Potential solution #1: Home workout programme

Potential solution #2: Beginner fitness app

Potential solution #3: Basic home exercise equipment

Potential solution #4: Fitness book/resource

Potential solution #5: Relevant online service

My top three: _____

Why: _____

The bridge into Lesson 4

At this point, your students have:

Lesson 1:

👉 *I understand affiliate marketing.*

Lesson 2:

👉 *I know who I want to help and what problem they have.*

Lesson 3:

👉 *I know what types of solutions/products could help them.*

Now they're ready for the next big challenge:

“I've chosen my niche and products—but I don't have an audience. How do I actually get people to find me?”

That makes **Lesson 4 — Build Your Audience From Zero** the natural next step.