

Starting a **digital or affiliate marketing business from scratch** can be a low-investment, high-return venture—if done strategically. Here's a comprehensive step-by-step guide, including **what to do, what tools you'll need, and where/how to market.**

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## **Step-by-Step Plan: Starting a Digital or Affiliate Marketing Business**

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Before we start, the minute you start selling and making money, you are a business and with that comes all the responsibilities of running that business.

You will become liable for taxes if you exceed the threshold for not paying taxes. 30-40% is going to the taxman and there are costs to running any business.

When they refer to 'side hustle', it's not another phrase for a 'fiddle'.

### **Step 1: Choose Your Niche**

**Pick a niche that:**

- **You're interested in**
- **Has demand and products to promote**
- **Isn't too saturated for beginners**

**Popular niches:**

- Health & wellness
- Personal finance
- Tech & gadgets
- Beauty & skincare
- Online education
- Pet care
- Travel & lifestyle

But if you're good at golf, or love Motorcycles and Cars, explore, just go explore.

### **Check on these sites to view the trends in your niche:**

- **Google Trends** – See if the topic is rising
  - **Ubersuggest / AnswerThePublic** – Find what people ask
  - **Amazon Best Sellers** – Product trends
  - **ClickBank / Digistore24** – Affiliate product research
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### **Step 2: Choose a Business Model**

You can combine these models, or start with one:

#### **Affiliate Marketing**

You promote other people's products and earn a commission per sale/click/lead.

- Join affiliate networks:
  - **Amazon Associates**
  - **ClickBank**
  - **ShareASale**
  - **Impact**
  - **CJ Affiliate**
  - **Digistore24**

#### **Selling Digital Products**

You sell your own products: ebooks, courses, templates, etc.

- Tools to create/sell:
    - **Gumroad**
    - **Podia**
    - **Teachable**
    - **ThriveCart**
    - **Etsy (for digital goods)**
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## **Step 3: Build Your Online Presence**

### **Why do you need a Website?**

**You have to decide where your shop is going to be, where will you hold the products as stock to sell.**

**Somewhere along the line, when someone wants to purchase from you, there has to be a link to a page where there is the ability to pay and then have the purchase downloaded immediately.**

**That's got to be your next decision.**

**Those who are making money on the Apps don't just have 1 product, they have multiple products, as many as 20-30 at any time.**

**They'll maybe have an Etsy or Tiktok shop, affiliate products which they promote but I can say with some confidence that the thousands they are claiming to make isn't from one product.**

**The one piece of advice I give as I was always given: Wherever you PROMOTE, drive them back to your SHOP. You can make multiple sales from a good landing page, with everything you've got on offer available**

### **1. Create a Website or Blog**

Buy a domain name with Hosting: I'd recommend [FastHosts](#), it's a very inexpensive way to start. One thing I do look for is the Support offered, you're probably going to need some and this has an excellent support network.

You have the choice to build your Wordpress site, but they have a built in website builder to get you up and running.

### **Essential pages:**

- Home
- Blog/Content
- About
- Contact
- Resources/tools page (great for affiliate links)

**If you're going to find it a struggle, I can help you.**

**I see a lot of Stan. Stores on TikTok, great for beginners but at £28 a month, it's costly in my opinion.**

**They all look the same and the content goes on and on, I get bored before I get to the end of some of these.**

**But hey, if you think it could work for you, go for it. It isn't built for the multiple products you will be selling, but take a look for yourself.**

## **2. Email Marketing Setup**

**This isn't something you'll want to be doing starting out, but an invaluable tool that must be mastered. There's a saying 'it's all in the list' and you'll realise that soon enough.**

**This requires some work and regularly. You send out e mails on automation, so you will have to spend some time setting these up, revising and dealing with queries.**

**It's a whole new training section but very fruitful.**

## Let's Help You Choose a Niche

1. **What are your personal interests or hobbies?**
2. **Do you have any skills, knowledge, or life experiences you can share?**
3. **Do you prefer promoting physical products, digital products, or services?**
4. **Are you more drawn to quick wins or building long-term authority?**

**Remember, whatever you're offering has to have value, give a solution to a problem or help someone get better at their goal, their sport even their life.**

**Now you decide on your products:**

**Are you creating them? If you can, do. You can then keep the profits for yourself.**

**Are you affiliating yourself to someone else's products.**

Creating your Own product will involve some thought and imagination from yourself, yes, go to Chatgpt and let it build you a basic book, copy it to Word or Notepad and then read it. Yes, read it.

Now, what can you add? This is where your expertise and experiences come in, the problems you've met and found solutions, more tips and hints to help others looking for help in improving their own situation.

Let me give you an example. I took up golf but I'm left handed, I needed some tips and hints, apart from some great advice. Thank goodness there were other left handers who had the solutions and when I applied them, I wasn't such a bad golfer. Getting my drift???

When you're happy with the book or the product, you then need to take it to an [Ebook creator](#), that's the easiest way but if you've done all the work on Word, you save the doc and then save it as a PDF. That'll be your finished product.

I've put a link above to an [ebook creator](#) I use, this one I will recommend, it's easy to use and it does what it says on the can. But if you have one, that's fine. They are a handy tool to have.

## Traffic + Marketing Channels

So, we're ready to go sell our product, a bit more advice:

### 1. Search Engine Optimization (SEO)

- Write blog posts with keywords (use Ubersuggest, Ahrefs, or Google Keyword Planner)
- Learn on-page SEO and link building
- Free SEO course: Backlinks

### 2. Social Media Marketing

- TikTok: fast growth, viral potential
- Instagram: Reels, carousels
- Pinterest: perfect for digital products, affiliate blogs
- YouTube: video reviews, tutorials, top-10s

## Monetize Strategically

### Monetization options:

- Affiliate links in blog, email, and videos
  - Sponsored posts (after growing)
  - Sell digital products (templates, ebooks)
  - Offer coaching/consulting
  - YouTube/Instagram monetization (eventually)
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## Quick-Start Checklist

- ✓ Pick a niche
- ✓ Sign up for 2–3 affiliate programs
- ✓ Build your website
- ✓ Create your website or online store

## Your “Shop” Setup Plan

Based on your skills and goals, here's what you should do next:

- ✓ **Build Your Website**
  - Use **WordPress** (if you know how)
  - Choose a niche and create:
    - Home
    - About
    - Blog (SEO)
    - Work With Me / Services
    - Resources page (affiliate tools)

If you use [Fasthosts](#), these are already set up on your Website.

Check around, they are begging for your custom, but make sure it's going to work for a beginner, if you've had no experience at all.

## Create Valuable Content

### Best content formats:

- Blog articles (SEO)
- Short-form videos (TikTok, Reels, YT Shorts)
- Long-form YouTube videos
- Carousels on Instagram
- Email newsletters
- Pinterest pins (great for evergreen content)

### Tools to help:

- **Jasper.ai, ChatGPT** – For writing
- **Canva** – For all visuals
- **Notion** or **Trello** – For content planning
- **Surfer SEO** or **Ubersuggest** – SEO writing help
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**If you're capable of writing your own content, then do it. Yes, get the help but contribute, this Niche is yours, you know the subject, talk about it. You'll definitely know more than AI**

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## Your Immediate Action List

### Task

Pick domain + set up hosting  
Build 5-page WordPress site  
Setup your Accounts with:  
Pinterest  
Instagram  
Tiktok  
Youtube.

## Task

### **Take Note:**

**Make sure all these accounts are related to your business, the titles should be related to your Niche, it's good SEO.**

**If you have one Tiktok page, make another account and Only use this for marketing. No babies or pets, just your products.**

**Learn the platform, what it does, it's tools, some of these are great for producing videos and content.**

**I follow two or three, they know all about Tiktok and how to use all it's capabilities and not afraid to show them. Don't stop learning.**

**Get to know Pinterest and Instagram, on each of these platforms, there is a method and they love SEO laden accounts.**

### **Youtube**

**Set up a Channel and post all of your videos over there.**

**These are all great free advertising places. Use them.**

**This is just a guide and there's lots to learn.  
Use your experiences and your imagination.**

**Find the tools you're comfortable with to make videos and make good ones, if you don't capture your audience's attention within 3 seconds, they are off scrolling.**

**Don't be boring, be enthusiastic, be crazy, just get them to stay.**

**If you set up your accounts correctly, viewers will see immediately what your page is about, so get it out there, that this is what you're offering, the answer to their prayers.**

## Task

**If you need any advice or how to do stuff, let me know, I'd love to help.**

**info@cassandersdigitalacademy.co.uk**

**If you want more, go to:**

**<https://cassandersdigitalacademy.co.uk/>**

There's a Member's Area but I've also created a Non Member's Area, where you can grab a whole lot of valuable info.

**I wish you luck in your new Venture**