

Affiliate playbook.

Who buys this, where to place which banner, and three prompts to do the thinking for you.

Who buys this

1. The overloaded operator. A solo founder, coach, creator or local professional with footage piling up. They already edit – badly, slowly, at midnight – and have hit the time wall, not the taste wall. *Trigger:* a backlog they can name ("six interviews I never cut"). *Where:* anyone in your network who posts inconsistently and apologises for it. *Say:* you send the raw file, it comes back post-ready in 72 hours. *They will ask:* "will it sound like me?"

2. The real-estate or mortgage professional. Recorded interviews, market updates, podcast episodes – sitting unused. Buyer-side brokers, realtors, mortgage brokers. *Trigger:* they recorded something and nothing happened to it. *Where:* local property pros who already appear on camera. *Say:* one interview becomes a month of shorts. *They will ask:* who handles compliance wording.

3. The agency or ops buyer. Runs content for several clients and buys capacity, not creativity. *Trigger:* a client win they cannot staff. *Where:* small marketing, SEO and social agencies. *Say:* consistent quality at a published price, white-label, their logo on it. *They will ask:* turnaround under load, and whether they get source files.

4. The brand guardian. A premium, regulated or B2B content team – SaaS, education, healthcare – afraid of looking cheap. *Trigger:* a campaign where looking cheap costs them. *Where:* companies with a brand kit and an approval chain. *Say:* a human proofreads every deliverable before it ships. *They will ask:* for a paid test edit first. That is a good sign, not an objection.

5. The business that wants the whole function outsourced. An established local business that does not want to buy videos – it wants to stop thinking about content. *Trigger:* they tried hiring and it did not stick. *Where:* businesses 5+ years old with a real customer base and a dead feed. *Say:* a monthly plan, a fixed count, the same date every month.

Who to skip

Sending these costs you time and they rarely buy: **"passive income" and cash-cow channel builders · pay-on-views or revenue-share askers · bulk lowballers** opening with a per-unit

price · anyone whose first message prices the work before describing it. They are dispute-prone and refund-happy, and a refunded order cancels its commission anyway.

Where to place which banner

The kit ships every standard size. Use the one the slot was made for — a banner that fits is read, a banner that is squeezed is ignored.

Where you are placing it	Size to use	Why that one
Blog sidebar	300×250 or 160×600	the two slots every theme already has
Inside an article, between sections	728×90 or 970×250	full-width without interrupting the read
End of an article, as the conclusion	300×250	sits where the reader has just finished and is deciding
Newsletter	600px-wide (use the 1200×628 at half size)	survives every email client
A link post on social	1200×628	the ratio every platform crops to
Mobile-first placements	320×50 or 320×100	the only sizes that do not break a phone layout
Anywhere the page is dark or busy	the white variants	the blue ones disappear on a dark theme
A slot that allows motion	the animated versions	they hold attention; all three stay under the 150 KB cap ad networks enforce

Three ways to introduce it

1. The introduction (the one that works best by a distance). Someone you already know has footage or recordings going nowhere. You say one sentence about it and send the link. Nothing else you can do converts at this rate — a single warm introduction outperforms weeks of broadcasting, and it costs you one message.

2. The useful post. Write the thing you would have written anyway – how you handle your own backlog, what you stopped doing, what a week of consistent posting actually takes – and let the service be the natural answer at the end. If the piece would still be worth reading with the link removed, it will work. If it would not, it is an advertisement and it will not.

3. The resource page. A page listing the tools and services you actually use, with a banner beside each. It earns in the background, it ages well, and it is the only placement that keeps paying months after you wrote it – which compounds, because the people it sends stay credited to you for good.

What to avoid: mass DMs, comment drops, and posting the banner with no sentence of your own around it. They convert at roughly nothing and they cost you the credibility that makes the other three work.

What they will say, and how often

Measured across 288 buyer conversations:

- **Price, first and mostly** – the opening message carries a price question **20% of the time in English, 26% in French**. Expect it. It is not a refusal.
- **"Send me a sample first"** – **9–13%** of enquiries. The answer is that a paid single item *is* the test; it is the cheapest thing on the page.
- **"What exactly is included?"** – scope, constantly. Point at the page; every price is on it.
- **"Can it match this style?"** – they arrive with a reference link, not a brief. That is fine.
- **"How do I know the judgment is any good?"** – the question that decides the serious deals. The answer is the work itself: a single paid item is the cheapest way for them to find out.

The counter-fact, and the best thing you can tell a hesitant buyer: price is the number one objection *before* buying, and it appears in **0 of 162 reviews** afterwards. What those reviews actually praise is **quality (65 mentions)**, **speed (43)**, and **coming back again (17)**. The price is an entry toll, not a verdict.

What you can promise, safely

- **72 hours**, from payment and input to delivery – a short, a YouTube edit or an article alike.
- **Every price is on the page.** No quote call, no retainer.
- **A human proofreads every deliverable** before it goes back.
- Monthly packs start at **\$100**, bundles at **\$497**; single items are on the service pages.

- You earn **20% in cash, or 40% in store credit** – your choice, switchable any time.
 - **It does not stop at the first order.** Once someone has bought through your link they are credited to you permanently: every order they place afterwards pays you the same commission, with no time limit. One introduction to a business that orders monthly is not one commission, it is a line that keeps paying.
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Three prompts to paste into your own AI

1 – Find the people.

You are helping me find realistic prospects for a video-editing and SEO-article service. My audience is [describe it in one line]. The service suits: solo operators with unedited footage; real-estate and mortgage professionals with recorded interviews; small agencies buying capacity; B2B or regulated teams that fear looking cheap; established local businesses with a dead feed. List 20 specific people, companies or groups in my reach that match, and for each one name the single observable signal that made you pick it (a dormant channel, a podcast with no clips, a job post for an editor). Rank by how visible that signal is to me today. No generic categories. Then re-rank the whole list by how warm the relationship already is, and tell me which five to approach first on that basis – a person who already knows me converts far better than a stranger, however good the pitch.

2 – Write the approach, in my voice.

Here are three things I have written [paste them]. Match that voice. Write a short first message to [name the persona from the list above] about a service that returns post-ready video or articles in 72 hours at published prices, proofread by a human. Rules: open on something true about them, not about the service. One sentence on what they get. No adjectives I would not say out loud. End with a question they can answer in four words. Under 80 words. Give me three versions that differ in the opening, not in the wording.

3 – Turn it into content, not a pitch.

I want to earn affiliate commission by being useful rather than by selling. My audience is [describe]. The offer is video editing and SEO articles, 72-

hour turnaround, published prices. Give me five content angles where mentioning it is the natural conclusion rather than an advertisement – each with the specific problem it opens on, the format (post, short, newsletter, thread), and the one line where the link belongs. Rule out anything that would read as an ad if the link were removed.

IntentClose · intentclose.com – Figures drawn from 321 orders, 162 reviews and 288 buyer conversations, 2022–2026. Updated 7 October 2026.