

OutTheMud Affiliate Starter Blueprint

Your step-by-step guide to picking a niche, posting with purpose, and closing your first affiliate sale.

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Free for all **OTMGPT members** — Your first dollar online starts here.

01 / 04

Niche Selection Matrix

Your niche is everything. The right niche makes every post easier to write and every sale easier to close. Score your niche against these 5 criteria — anything above 15 is a green light.

CRITERIA	WHAT TO ASK	SCORE (1-4)	RATING
Audience Pain	Does your audience actively spend money trying to solve this problem?	4 = obvious pain, people already buying	High Impact
Your Credibility	Have you lived it, studied it, or do you genuinely care about it?	4 = lived experience / passion	High Impact
Affiliate Offer Depth	Are there at least 5 solid affiliate offers available in this niche?	4 = many strong offers on ClickBank, Digistore, etc.	Medium Impact
Content Volume	Can you post about this niche 5 days a week without running dry?	4 = endless content angles	Medium Impact
Competition Level	Is there room for you? (Some competition = good, but not oversaturated)	4 = growing niche, not dominated yet	Medium Impact

SCORE YOUR NICHE

Add up your scores. **16–20 = Launch it.** 11–15 = Viable, but pick a tighter angle. Under 10 = Find a different niche before you spend energy on content.

BEST NICHEs FOR BEGINNERS

Fitness & weight loss, personal finance, make-money-online, relationships, beauty &

URBAN CREATOR SWEET SPOTS

Barber business, music monetization, streetwear resale, sneaker flipping, sports training, content creation income

WHERE TO FIND OFFERS

ClickBank.com, Digistore24.com, Impact.com, ShareASale.com — filter by EPC (earnings per click) > \$1.00

skincare, sports
performance

02 / 04

Your First 10 Posts

Use these templates for Instagram Reels, TikTok, or X. Swap in your niche, your offer, and your name. Post one per day for your first two weeks. Consistency beats perfection.

Post 01 — Day 1

Reel / TikTok

"I started with nothing. No followers. No money. Here's what I built in 30 days."

Intro post. Tell your origin story in 30–45 seconds. Show where you started, where you're going, and why you're documenting it. Don't have results yet? That's the point — you're building in public.

CTA → "Follow me. Day 2 drops tomorrow."

Post 02 — Day 2

Carousel / Thread

"The 5 affiliate niches crushing it right now (and the one I picked)"

Educate your audience. List 5 profitable niches with a one-line reason why each works. Slide 5 = your niche + why you chose it. This positions you as someone who did the research.

CTA → "Save this. You'll reference it later."

Post 03 — Day 3

Story Series

"I found an offer that pays \$[X] per sale. Here's the breakdown."

Reveal the specific affiliate offer you're promoting. Show the commission rate, the product, and why you trust it. Authenticity here is critical — your audience needs to believe you'd actually use it.

CTA → "Link in bio. Swipe up for details."

Post 04 — Day 5

Reel / TikTok

"Here's the exact routine I use to post every single day without burning out."

Share your content system. Morning: pick topic. Afternoon: film or write. Evening: schedule. Show it's achievable in under an hour. This attracts aspiring creators and builds authority simultaneously.

CTA → "Comment 'ROUTINE' and I'll DM you the full breakdown."

"Week 1 done. Here's what happened."

Your first weekly recap. Share metrics — even small ones (followers gained, DMs received, clicks, any sales). Transparency builds trust. If you have a screenshot of any commission or click data, show it. If not, show the effort and the trajectory.

CTA → "Week 2 starts tomorrow. Stay locked in."

Post 06 — Day 8

Tutorial / How-To

"How to get your first affiliate link set up in under 10 minutes."

Walk your audience through signing up for an affiliate program, getting a link, and shortening it with Bitly or your Link Hub. This is a high-save post because it's actionable. Tag your affiliate platform.

CTA → "Save this and start today. Link in bio."**Post 07 — Day 10**

Lifestyle / Motivation

"Nobody believed this was a real income stream. Then I showed them the numbers."

Speak directly to the skeptics — including the version of yourself that doubted this. Share a mindset shift or a small win that changed how you see the opportunity. This is your most shareable post type.

CTA → "Share this with someone who needs to see it."**Post 08 — Day 11**

Objection Buster

"I don't have a big audience.' Stop using that as an excuse. Here's proof."

Address the #1 objection your audience has. Show that small audiences convert when you're speaking directly to their pain. Include a stat or example: "I made my first sale with under 200 followers." Breaks down the mental barrier to buying.

CTA → "No excuses. Link in bio."**Post 09 — Day 13**

Collab / Shoutout

"This creator in my niche is doing it differently — and it's working."

Spotlight another creator in your space. Tag them. Comment on their strategy. This gets you in front of their audience, builds relationships, and signals to the algorithm that you're part of a community. Reach out for a collab post on Day 14.

CTA → "Follow them. Follow me. We're both building."**Post 10 — Day 14**

Sales / Direct Offer

"Two weeks in. Here's everything I used to get here — and where to get it."

Your first direct sales post. Recap your 2-week journey, show the results (clicks, commissions, growth), and make a clear offer. This is earned authority — you've built trust over 9 posts. Now it's time to convert. Include your affiliate link directly.

03 / 04

DM Sales Scripts

These scripts move conversations from "I saw your post" to "I just signed up." Use them when someone engages with your content, replies to a story, or comments on a post. Be human — adapt the tone to match how you talk.

SCRIPT 01 — THEY COMMENT "HOW?" OR "TELL ME MORE"

YOU

"Hey [Name]! Glad my post caught your eye. Quick question — are you trying to make money online, or more focused on [specific niche]?"

THEM

"Both honestly. I been trying to figure out where to start."

YOU

"That's exactly where I was 2 weeks ago. What worked for me was starting with one affiliate offer in a niche I already knew something about. I put together a simple system using OTMGPT — it gave me the posts, the scripts, everything. Wanna see what that looks like?"

THEM

"Yeah send it"

YOU

"Here you go → [your affiliate link]. It's free to start. First month is \$0. Try it and let me know what you think — I check in with everyone I refer."

SCRIPT 02 — COLD OUTREACH TO SOMEONE WHO VIEWED YOUR STORY

YOU

"Hey [Name] — saw you checked out my story. Were you curious about the affiliate

thing or was it something else that caught you?"

THEM

"Yeah I been thinking about doing something like that"

YOU

"What's your main thing right now — barber, fitness, content? I ask because the niche matters more than most people think."

THEM

"I do fitness stuff"

YOU

"Perfect niche honestly. Fitness affiliate offers pay \$40–\$80 a sale and there's no shortage of buyers. The tool I use (OTMGPT) actually builds your posting schedule and DM scripts for you around your niche. Starts free. Want the link?"

SCRIPT 03 — HANDLING "IS THIS LEGIT?" OR PRICE OBJECTION

THEM

"This sounds like one of those scammy things"

YOU

"I get that — there's a lot of noise out there. Honest answer: I was skeptical too. The difference for me was it starts free, no card needed, and there's a 30-day money-back guarantee on the first paid month. Worst case you try it and get your money back. Best case you make your first sale in 2 weeks like I did. That's the bet I made."

THEM

"Ok fair. How much does it actually cost?"

YOU

"Month 1 is free. Then it goes up \$10/month — so \$10 in month 2, \$20 in month 3, etc. Caps at \$120. The logic is: by the time you're paying \$120 you should be earning way more than that in commissions. Want to jump in while it's free?"

04 / 04

Beginner Funnel Blueprint

A funnel is just the path someone takes from seeing your content to buying. This is the simplest version that actually works — no website, no ads, no email list required to start.

1

Awareness Post

A Reel, TikTok, or X thread that stops the scroll. Lead with a hook that speaks to your audience's pain or desire. Goal: get views and saves. This is the top of your funnel — don't sell here.



2

Profile / Bio CTA

When someone likes your post and visits your profile, they need to see one clear action. Your bio should say what you do + a single link. Use your OTMGPT Link Hub as the one link. No clutter, no confusion.



3

Link Hub Page

Your one-link page with your top affiliate offers, your latest content, and your DM CTA ("Message me to learn more"). Keep it to 3–4 options max. Every link should be tracked with a UTM so you know what's converting.



4

Affiliate Offer Page

The merchant's sales page (not yours — you're sending them there via your affiliate link). Your job ends at the click. The offer converts them. Pick offers with a proven sales page — look for VSLs, testimonials, and a money-back guarantee.



5

Commission Paid

Sale happens. Commission fires to your account. Most affiliate platforms pay on a 30-day delay (to account for refunds). Your first check may take 4–6 weeks — that's normal. Keep posting. The volume is what builds the paycheck.



Proof Post → Repeat

6

Screenshot the commission notification (blur exact amounts if you want). Post it. This is your most powerful content — social proof that you're actually earning. It triggers FOMO and drives new people back to the top of your funnel.

THE RULE THAT CHANGES EVERYTHING

Don't optimize the funnel — optimize the **volume of awareness posts**. Most beginners obsess over conversion rates. The real variable is how many people enter the funnel at the top. Post more. The math handles itself.

WEEK 1-2 FOCUS

Post every day. Learn what hooks get views. Don't worry about sales yet — you're building trust and data.

WEEK 3-4 FOCUS

Add DM scripts to high-engagement posts. Start actively closing in DMs. Your first sale usually comes from a conversation, not a click.

YOU HAVE EVERYTHING YOU NEED.

Now go **OutTheMud.**

The blueprint is in your hands. The offer is live. The first post is one idea away. Most people read guides like this and never start. Don't be most people.

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Log in to your account to access your AI Campaign Planner, Content Engine, and full tool suite.

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