

**1M**

# Building a **Money Funnel**

**The guide to generating your  
first \$1,000 from blogging**

# What's In?

**Chapter 1: Learning Affiliate Marketing**

**Chapter 2: Content Funnels**

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**Chapter 4: Marketing Channels**

**Chapter 5: Affiliate Programs List**

**Chapter 6: The Blog-Money Map**

# Chapter 1: Learning Affiliate Marketing

In affiliate marketing, you promote another business's product for a small commission.

When someone buys the product from your affiliate link, you get a small commission amount.

Sometimes, this "small" amount can even be up to \$150/sale.

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## This is how affiliate marketing works:





Affiliate marketing looks easy,  
doesn't it? However, the hard part  
is making a sale.

**....which brings us to the next  
chapter.**

## Chapter 2: Content Funnels

You can't make a sale by simply adding links to your blog. Instead, you must strategize:

- Your blog content calendar
- Where you add the links
- The content you write

And that's why **content funnels** are important. Let's learn how you can do it.

**Consider your niche and the main keywords of it.** For example, if your niche is SEO, you'd publish blogs around SEO, backlinks, and trends.

You want to find low-competition and high-traffic keywords. Use tools like KeySearch, UberSuggest, or SEMRush.

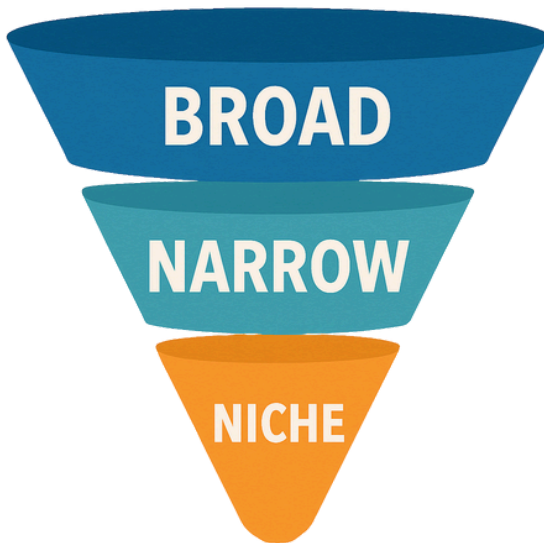
**The keywords are for SEO.**

**The real marketing magic will be in the topics and blog content.**

Once you have your keywords,  
**you'll find blog topics.**

However, before that happens,  
we'll learn about content funnels.

There are three types of content:  
Broad, Narrow, and Niche.





The different levels of this funnel take your audience from the “learning” to the “sale” phase.

- The **Broad** phase brings your potential customers in. This includes your niche’s general topics.
- The **Narrow** phase makes your audience aware of their pain point. It introduces them to the solution.
- The **Niche** phase is the sales phase. It directly talks to your target audience.



In affiliate marketing, content funnels, strategy and the content itself play a crucial role. They can make or break your sales funnel.

So, let's find how to create an excellent content strategy.

## Chapter 3: Content Strategy

Content strategy isn't just finding topics. It also means:

- Aligning keywords with trends
- Balancing trends and audience-oriented content
- Tracking what works for your competitors
- Repurposing the best ideas

There's a reason why it's strategic.

## 1/ Research Your Competitors

The idea is to 'steal like an artist'.  
Research your competitors' strategies and take inspiration.

Identify their best-performing content. Why is it so?

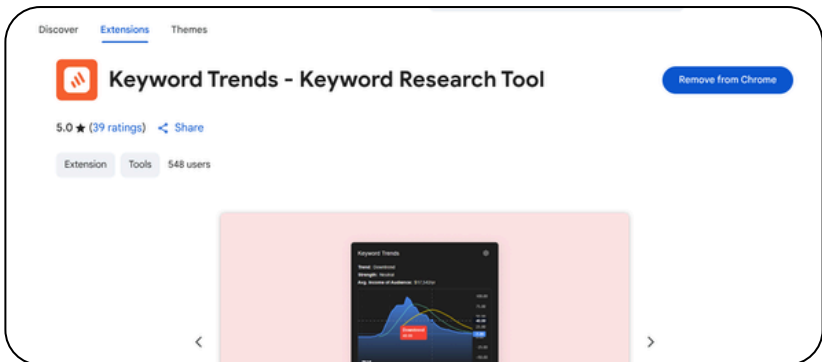
Find it out and use it in your strategy. Add your own approach to the content, insert the affiliate link and refine it.

**Your Goal = Bring Traffic + Make Sales Organically**

## 2/ Find Keywords

Find keywords that are in trend,  
You can use any SEO tool of your  
choice.

To identify trendy keywords, you  
can also use the free Chrome  
extension called “Keyword  
Trends”.



### 3/ Repurpose Content

The most successful creators don't always search for ideas. They repurpose their best-performing ones.

It could be a topic that made most sales. It could also be something that gained most traffic.

Your goal is to repurpose the idea on your blog and social channel. Make sure that you always approach it differently to avoid repetition.

## Chapter 4: Marketing Channels

Search engines are an unreliable source of traffic, especially when your website is new (0–5 years old). Thus, it's non-negotiable to have a strong social presence.

Talk about your niche online.  
Put out your insights and opinions.  
Let people connect with your brand.

Subtly share your strongest affiliate-linked blogs as well.

However, you must understand that every social platform works differently.

- On **X**, people like to see authentic, impactful content.
- On **LinkedIn**, people like to see polished content.
- On **Instagram**, well-edited video content works best.

This is where 'content repurposing' becomes a skill. You write on the same topic in different ways.



## How to Repurpose Content?

Figure out what works in your niche on your chosen social platform.

For instance, Reddit is the worst platform for marketing. Meanwhile, Pinterest is the best for lifestyle, fashion, and food niches.

Certain content types may work better than others on different platforms. You will find out only with competitor research.

## Chapter 5: Affiliate Programs List

In this section, you will find out different affiliate programs for several niches, such as SEO, mental health, etc.

Let's begin.

## 1/ SEO & Marketing

- SEMRush
- Mangools
- Surfer SEO
- GetResponse
- ConvertKit
- ClickFunnels
- HubSpot
- UberSuggest
- Grammarly
- Long Tail Pro

## 2/ Mental Health & Wellness

- BetterHelp
- TalkSpace
- Calm
- Headspace
- Mindvalley

## 3/ Website Development

- Elementor
- Hostinger
- WP Engine
- Divi
- Squarespace
- Shopify

### 3/ Website Development

- Webflow
- Wix
- WooCommerce
- Themelsle
- Kinsta

### 4/ Digital Products

- SendOwl
- Payhip
- Sellfy
- Teachable
- Kajabi

## 4/ Digital Products

- ThriveCart
- Lemon Squeezy
- Creative Fabrica
- Etsy
- Stan Store

## 5/ AI Tools

- Jasper AI
- Writesonic
- Scalenut
- ElevenLabs
- Durable

## 6/ Home Decor

- Houzz
- Designer Living
- Castlery
- Belle & June
- Brentwood Home

## 7/ eCommerce

- Shopify
- BigCommerce
- Printify
- Spocket
- EasyStore

## 8/ Online Learning

- Thinkific
- Coursera
- Skillshare
- Udemy
- CreativeLive

## 9/ Finance

- Groww
- Binance
- Kuvera
- Upstox
- Zerodha



## Chapter 6: The Blog-Money Map

**Start a Blog**



**Build a Content Strategy**



**Become an Affiliate**



**Build Marketing Funnels**



**Make a Sale**

