



Affiliate Marketing, Honestly: Your Starting Guide

Choose useful programs, create trustworthy recommendations,
and learn to disclose clearly

*Build practical skills while helping people make more
informed choices.*

SHAD EDDIE MONGRUE

Free preview edition · pages 1–2

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01

A Big, Useful Field

Affiliate marketing connects recommendations with products or services readers may want to explore. The field is growing, and trust belongs at the center of your work.

- ◆ US affiliate marketing spending will exceed \$14 billion in 2026, showing the scale of the field.¹
- ◆ US affiliate marketing spending will grow 11.4% year over year in 2026.¹
- ◆ US retail affiliate spending will grow 10.5% year over year in 2026 and outpace retail ecommerce sales through the forecast period.¹

Those forecasts show a substantial field, but they do not tell you what your own work will earn. Your strongest start is to serve the reader: explain what a product does, who it may suit, and what to consider before buying. Useful content helps people compare options and gives you practice in research, writing, and audience communication. Put trust before commission. Next, turn that reader-first approach into a quick first exercise.

INSIDE THIS BOOK

You will take a small first step, learn the core ideas, and follow a starter plan. You will also see how clear disclosures fit into recommendations and what to explore next.

02

Start With One Need

You can begin without a website, a polished review, or an affiliate program. Use a short work session to map a real need and the information a reader would value.

- ◆ Choose a topic you know well, such as a hobby, household task, or work-related need.
- ◆ Write down the questions someone might ask before choosing a product for that need.
- ◆ List what you would compare: usefulness, limitations, fit, and alternatives.
- ◆ Note any brand relationship you would need to disclose if you made a recommendation.

Keep your focus on the reader, not the commission. A useful outline might explain what problem a product addresses, what details matter, and when another option could make more sense. Do not invent experience or claim a product is right for everyone. If you have not tried it, say what your information is based on and what you cannot assess. You have a clear starting point. Next, build on it with a few core ideas.

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You've read the free pages. Here's what the rest of this book covers:

- 3 Trust Is the Foundation
- 4 A Seven-Day Starter Plan
- 5 Build Skills, Skip Shortcuts
- 6 Your Next Steps

BY THE END OF THIS SHELF, YOU WILL

- ◆ A reader-first way to assess affiliate opportunities
- ◆ A practical outline for useful review content
- ◆ Clearer understanding of brand relationships and disclosure
- ◆ A simple plan for starting and improving your work
- ◆ Research, writing, and comparison skills

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Sources for the free pages

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- 1 **EMARKETER**, Affiliate Marketing 2026 Forecast Report (2026). <https://www.emarketer.com/content/affiliate-marketing-2026-forecast-report>