

BEGINNER'S AFFILIATE MARKETING SYSTEM

The Affiliate Quick-Start

Earn first. Then run Facebook ads.

A step-by-step plan for beginners with little or no money.

INSIDE: WhatsApp funnel • Scripts • Ad templates • Worked example

Figures are in naira and approximate. Results are not guaranteed.

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HOW TO USE THIS BOOK

Read it once from start to finish. Then follow it in order: set up, prove the product for free, run one small ad test, and scale only when the numbers show a profit. Every chapter ends with something you can do the same day.

THE STRATEGY

Proof-First WhatsApp Funnel

Don't spend ad money first. Earn your first 3 commissions free through a WhatsApp funnel, then pay for Facebook ads with that commission money.

Why beginners lose money on ads

- They send cold traffic straight to an affiliate link. Cold people rarely buy a ₦15,000 product on one click.
- They have no follow-up, so every person who doesn't buy at once is lost.
- They guess the product, the video and the audience all at the same time, so they can't tell what failed.

The 3 phases

PHASE 1

Prove

Days 1-14 • ₦0

Sell through WhatsApp, Reels and DMs. Goal: 3 sales and a script that works.

PHASE 2

Fund

Days 15-21 •
₦1,000/day

Put the first commissions into a Facebook ad that sends people to your WhatsApp.

PHASE 3

Scale

Day 22 onward

Raise the budget only when each sale earns more than it costs. Pay from profit, never from rent or food money.

THE BIG IDEA

The ad does not sell. The ad only starts a WhatsApp conversation, and the conversation sells. A chat costs a few hundred naira, you can follow up with it for days, and you learn what buyers ask.

STEP 1

Pick a Product That Can Pay for Its Own Ads

Choose a product where one sale pays enough to cover about 5 to 10 chats. That is what lets a small budget work.

Check	What you want	Why
Price	₦5,000–₦30,000	Cheap enough to buy on trust, big enough to leave real commission
Commission	40% or more (digital products)	A ₦15,000 product at 50% pays ₦7,500 per sale
Delivery	Instant, digital (course, ebook, software, template)	No stock, no waiting, no delivery problems
Proof	Real testimonials, a demo or a result you can show	Proof is what you send in the WhatsApp chat
Seller support	Gives affiliates ready-made videos, images and swipe copy	Saves you days and money
Ad rules	Seller allows paid Facebook traffic	Some programs ban ads or ban certain claims. Ask before you spend
Refunds	Fair, written policy	Fewer angry buyers, fewer cancelled commissions
Payout	Pays to a method you can receive (bank, Payoneer or a local platform)	A sale you can't withdraw is not income

Where to look. Selar and similar local platforms, plus the affiliate pages of course creators and software makers in your niche. Message the owner and ask: “Do you allow Facebook ads for affiliates, and do you have testimonials and creatives I can use?”

BUY IT YOURSELF IF YOU CAN

If the budget doesn't allow it, ask the owner for a demo or to see a buyer's result. Never promote something you can't describe honestly.

STEP 2

Use the Click-to-WhatsApp Funnel

It costs nothing to build, needs no website, and lets you follow up with every person who shows interest.

Funnel	Cost to build	Fit for a broke beginner
Ad straight to affiliate link	¥0	Poor. Cold clicks, no follow-up, often against seller rules
Landing page or website	Hosting, tools, time	Later. Too slow and costly to start
Click-to-WhatsApp chat	¥0	Best. Cheap chats, personal follow-up, you learn from every question
Email list	Free to start	Add after your first sales

How the funnel runs, in order

- 1. Attract.** A short video ad or Reel shows a problem and says “Send me a message to get the free guide, price or demo.”
- 2. Click.** The person taps the button and a WhatsApp chat opens with your number.
- 3. Auto-greet.** WhatsApp Business sends your greeting message at once, so nobody waits.
- 4. Qualify.** You ask 1 or 2 simple questions to learn what they want and whether they can pay.
- 5. Pre-sell.** You send a voice note (30 to 60 seconds) and 1 or 2 proofs: a testimonial, a screenshot or a demo clip.
- 6. Offer.** You send the affiliate link with the price and the bonus, if you have one.
- 7. Follow up.** You message again after 1 hour, 24 hours and 3 days. Most sales happen here.

Set up WhatsApp Business first (10 minutes). Install WhatsApp Business, add your business name and a short description, then set a greeting message, an away message and 5 quick replies (price, proof, how to pay, how delivery works, refund). Use a separate number if you can, so personal chats don't get mixed in.

ADD A BONUS TO STAND OUT

A free checklist, a short video guide or a 15-minute call, created by you, makes your link worth more than the same product from other affiliates. Check the seller's rules first, then add it.

STEP 3

Make Your First Sales for ₦0 (Days 1-14)

Before any ad, run the same funnel by hand. You are testing your product, your scripts and your proof. The aim is 3 sales.

Daily routine (about 2 hours)

- Post 2 to 3 short videos (Reels, TikTok or Status) on one problem your buyer has.
- Post 3 WhatsApp Status updates a day: a tip, a proof, a call to message you.
- Join 5 Facebook groups where your buyers hang out. Answer questions with real help, don't drop links.
- Message 10 people a day who showed interest or asked a related question. Start with a question, not a link.
- Write down every question people ask. Those become your ad hooks.

Scripts to copy and adjust

COPY AND ADJUST

GREETING (AUTO-REPLY)

Hello, thanks for messaging! I'm [Name]. Quick question so I can help you better: what is your biggest struggle with [problem] right now?

QUALIFY

Got it. Have you tried anything before? And are you ready to fix this this week?

PRE-SELL (SEND WITH A VOICE NOTE AND ONE PROOF)

This is exactly why I recommend [Product]. It helps you [result] without [common obstacle]. Here is what [Name] said after using it: [testimonial]. It costs ₦[price] and you get [bonus] from me.

OFFER

Here is the link to get it: [affiliate link]. When you pay, send me a screenshot and I'll send your bonus right away.

FOLLOW-UP AFTER 1 HOUR

Hi [Name], did you get to look at it? Any question I can answer?

FOLLOW-UP AFTER 24 HOURS

Quick one: [Name] just got the same result in [time]. Want me to explain how it works for you?

FOLLOW-UP AFTER 3 DAYS

Last message from me on this. The bonus ends tonight. If it's not for you, no problem at all.

Rules for the free phase

- Use only true proof. If you have none, use a demo, a screen recording or the seller's verified results, and say whose they are.
- Never promise income or results. Describe what the product does, not what it will earn them.
- Save every chat that ended in a sale. Copy what worked into your quick replies.

YOUR FINISH LINE

When you have **3 sales**, you have proof the funnel works. Move to ads.

STEP 4

Set Up Your First Facebook Ad (Days 15-21)

Run one small test: ₦1,000 per day for 3 days. Meta changes its menus often, so use the closest option if a name below looks slightly different.

- 1. Prepare the accounts.** You need a Facebook profile, a Facebook Page for your business (name it after the problem you solve, not your own name) and WhatsApp Business connected to that Page. Open Meta Ads Manager and add a payment method.
- 2. Create a campaign.** Click Create and choose the objective that lets you send people to messages (Engagement, or Sales/Leads if it offers WhatsApp as the place people go).
- 3. Set the destination to WhatsApp.** Under the ad set, choose Messaging apps, then WhatsApp, and link your WhatsApp Business number.
- 4. Set the budget.** Daily budget ₦1,000, running for 3 days. Do not change it during the test.
- 5. Choose the audience.** Location: Nigeria (or just your city if the product is local). Age: a wide range that fits your buyer. Interests: 1 or 2 that match the problem. Keep it broad, because a narrow audience makes chats cost more.
- 6. Choose placements.** Leave Advantage+ placements on, so Meta can show the ad on Reels, Stories and Feed where chats are cheapest.
- 7. Build 3 ads in the same ad set.** Same audience and same budget, but 3 different video hooks. The next step shows how to write them.
- 8. Add your WhatsApp greeting.** Write a pre-filled message the person can send in one tap, such as “Hi, I want the free guide”.
- 9. Publish and leave it for 48 hours.** Ads need time to learn. Editing early restarts the learning, which wastes your money.
- 10. Reply fast.** Answer every chat within 5 minutes during the day. Speed matters more than a perfect message.

STEP 5

Write the Ad: Video Hooks and Copy

Use a 15 to 30 second vertical video shot on your phone. The first 3 seconds decide whether people stay, so lead with the problem.

Video structure

1. **Hook (0-3 sec).** Say the problem in the viewer's words.
2. **Problem (3-10 sec).** Show you understand how it feels.
3. **Solution (10-22 sec).** Show the product or a result. Use the seller's verified proof.
4. **Call to action (last 5 sec).** "Tap Send Message and I'll send you the free guide."

3 hook styles to test (one per ad)

Style	Example hook
Question	"Still struggling with [problem]? Watch this before you spend another naira."
Mistake	"The #1 mistake people make when they try to [goal]."
Story	"I used to [struggle]. Here is the simple thing that changed it."

Ad text template

AD TEXT

Tired of [problem]?

Most people try [wrong method] and get nowhere.

I put together a free [guide / checklist / demo] that shows [what they get] in [time].

Tap Send Message and I'll send it to you on WhatsApp.

Button: Send WhatsApp message.

AD RULES TO AVOID A BANNED ACCOUNT

No before-and-after photos, no claims about curing or treating illness, no income promises. Don't name the person's health or money problem as if you know it. Use your own video or images, never another page's ad. Health and wellness products get checked more strictly, so read Meta's advertising rules for your product type first.

STEP 6

Do the Money Math, Then Scale or Fix

Know your numbers before you raise the budget. This example uses assumed figures; replace them with your own after the first 3 days.

Number	Example	How to find it
Product price	₦15,000	Seller's page
Your commission (50%)	₦7,500	Seller's page
Cost per WhatsApp chat	₦300 (assumed)	Ads Manager, cost per message
Chats that buy	1 in 10 (assumed)	Your chat count vs sales
Cost per sale	₦3,000	Cost per chat × chats per sale
Profit per sale	₦4,500	Commission – cost per sale
Break-even cost per chat	₦750	Commission ÷ chats per sale

At ₦1,000 a day and ₦300 a chat, expect about 3 chats a day, or roughly 1 sale every 3 days. That is slow but profitable. Costs per chat in Nigeria can be lower or higher than this, so trust your own dashboard over any example.

Scaling rules

1. Judge only after ₦3,000 has been spent (3 days). Less than that is noise.

2. If cost per sale is below half your commission, raise the budget by 20% every 2 to 3 days.
3. If it is above your commission, don't scale. Fix the hook, the proof or the follow-up first.
4. Turn off any ad that spent ₦1,500 with no chats. Keep the best one and write 2 new hooks in the same style.
5. Keep ₦1,000 of every commission aside for the next ad test.

Troubleshooting

Symptom	Likely cause	Fix
No chats, few views	Weak first 3 seconds	Rewrite the hook, shoot a new video
Chats cost over ₦750	Audience too narrow or video unclear	Broaden audience, simplify the problem in the video
Many chats, no sales	Wrong product, weak proof, slow replies	Add stronger proof, reply within 5 minutes, check the price
Chats stop replying	Pitch came too early	Ask a question first, send the voice note before the link
Ad rejected	Policy problem	Remove claims and before-and-after images, then edit and resubmit
Sales refunded	Over-promising	Describe the product honestly, set clear expectations in the chat

WORKED EXAMPLE

Launch From Zero With Ada

Follow Ada, a beginner in Lagos with almost no money. She promotes an “Excel for Beginners” video course that sells for ₦15,000 and pays her 50% (₦7,500) per sale. Copy her steps with your own product.

Part 1: Setup (Days 1-3)

Day 1: Get your product and link

1. Ada searches Selar and course creators’ pages for a digital product in a niche she understands (office skills). She shortlists 3.
2. She checks each against the Step 1 table. One course fits: ₦15,000, 50% commission, testimonials, instant delivery.
3. She messages the owner: “Hello, I’d like to promote your Excel course. Do you allow Facebook ads for affiliates, and can you send me testimonials and a short demo clip?”
4. She joins the affiliate program (usually a Become an Affiliate button on the product page), enters her name, email and bank details, and waits for approval. Approval can take minutes or days.
5. Once approved, she copies her unique affiliate link and saves it in her phone notes.
6. She opens her own link in a private browser tab to confirm it loads the right sales page.

Day 2: Set up WhatsApp Business

1. Ada installs WhatsApp Business and registers a number. She uses a second SIM so personal chats stay separate.
2. Business name: “Ada Excel Tips”. Description: “Free Excel tips and a beginner course for office workers.”
3. In Business tools she turns on a Greeting message and saves 5 Quick replies: price, proof, how to pay, how delivery works, refund policy.
4. Greeting message: “Hello, thanks for messaging! I’m Ada. What do you struggle with most in Excel right now?”

Day 3: Set up your Facebook Page and ad account

1. On Facebook, Ada clicks Menu, then Pages, then Create new Page. Name: “Ada Excel Tips”. Category: Education. She adds a profile photo, a cover image and a short About text.
2. She links her WhatsApp Business number to the Page in the Page settings, under Linked accounts.
3. She opens Meta Ads Manager from the same login. She adds her payment method (a debit card that works for online payments) and sets her currency and time zone.
4. She records one 20-second test video on her phone, in daylight, with her face and voice clear. No fancy equipment is needed.

HOW YOU GET PAID

Commissions are paid through the seller’s platform, usually to your bank account or wallet after the refund period. Check the payout date and minimum withdrawal on day 1, so you know when money arrives.

Part 2: Get 3 Sales for ₦0 (Days 4-14)

Ada’s daily plan

Time	Action	Example
20 min	Film and post 2 short videos	“3 Excel mistakes that waste your time at work” and “How to sum a column in 5 seconds”
15 min	Post 3 WhatsApp Status updates	A tip, a screenshot of a student’s result, “Message me for the free shortcut sheet”
30 min	Help in 5 Facebook groups	She answers “How do I remove duplicates in Excel?” with a clear reply and no link
30 min	Message 10 warm people	“Hi Tola, are you still looking to learn Excel for your job? I made a free shortcut sheet, want it?”
15 min	Reply to chats and follow up	Uses her saved quick replies

A sample chat (this is what a sale looks like)

WHATSAPP CHAT

TOLA

Yes please, send the sheet.

ADA

Sent! Quick question: what do you use Excel for most, and what slows you down?

TOLA

Reports for my boss. I waste hours on formulas.

ADA

That's exactly what the Excel for Beginners course fixes. [30-second voice note]
Here is a student who now builds reports in minutes: [testimonial screenshot].

ADA

It's ₦15,000 and I'll add my formula cheat sheet free if you get it through my link: [affiliate link]

TOLA

Okay, I'll pay today.

ADA

Great. Send me the payment screenshot and I'll send your bonus right away.

Follow-up when someone goes quiet

- After 1 hour: "Hi Tola, did you get to look at it? Any questions?"
- After 24 hours: "Quick one: another student just finished the first module and built their first report. Want me to explain how it works?"
- After 3 days: "Last message from me. The bonus ends tonight. If it's not for you, no problem."

What Ada tracks (a notebook or a phone note is enough)

Date	Chats	Link sent	Sales	Questions people asked
Day 5	4	2	0	"Is it video or PDF?"
Day 8	6	3	1	"Can I pay in two parts?"
Day 12	7	4	1	"Does it work on a phone?"
Day 14	5	3	1	"How long do I have access?"

Ada ends the phase with 3 sales (₦22,500) and a list of questions. She turns those questions into her ad hooks and adds each answer to her quick replies.

NO SALES BY DAY 14?

Don't buy ads. Improve your proof, your pitch and your follow-up, then run the 14 days again.

Part 3: Launch the Ad and Read the Results (Days 15-21)

Ada pays for the ad from her first commission (₦22,500 earned, ₦3,000 set aside for the test). Menu names change, so choose the closest option.

Click by click

1. In Ads Manager, click **Create**, then pick the objective that sends people to messages (Engagement, or Sales/Leads if it offers WhatsApp).
2. Name the campaign "Excel Course | WhatsApp | Test 1". Clear names save you confusion later.
3. At ad set level, set **Messaging apps**, then **WhatsApp**, and choose her WhatsApp Business number.
4. Budget: **Daily budget ₦1,000**. Schedule: start today, end in 3 days.
5. Audience: Nigeria, ages 22 to 40, interests "Microsoft Excel" and "Office jobs". She leaves Advantage+ placements on.
6. At ad level, select her Page and upload video 1. She duplicates the ad twice and swaps in videos 2 and 3.
7. For each ad she pastes the text template, sets the button to **Send WhatsApp message**, and adds the pre-filled message "Hi Ada, send me the free Excel shortcut sheet".
8. She clicks **Publish**. The ads go into review, which takes a few hours to a day.

Ada's 3 videos

Ad	Hook (first 3 seconds)	Call to action
1	"Still wasting hours on Excel reports at work?"	"Tap Send Message for my free shortcut sheet."
2	"The #1 Excel mistake office workers make."	"Tap Send Message for the free fix."
3	"I used to hate Excel. Here is the trick that changed it."	"Tap Send Message and I'll send it to you."

Her ad text

AD TEXT

Tired of spending hours on Excel reports?

Most people try copying formulas from random videos and still get stuck.

I made a free Excel shortcut sheet that shows 10 time-saving tricks.

Tap Send Message and I'll send it to you on WhatsApp.

During the 3 days: She replies to every chat within 5 minutes, runs the same pitch and follow-up as in Part 2, and does not edit the ads.

Reading the results after 3 days: In Ads Manager she clicks Columns, then Customize columns, and adds Amount spent, Messaging conversations started and Cost per messaging conversation started. Her sales she counts by hand from her chats.

Number	Ada's result (example)
Amount spent	₦3,000
Chats started	9
Cost per chat	₦333
Sales	1
Cost per sale	₦3,000
Commission earned	₦7,500
Profit	₦4,500

HER DECISION

Cost per sale (₦3,000) is below half her commission (₦3,750), so the test works. She turns off the video with the fewest chats, keeps the best two, and raises the budget 20% to ₦1,200 a day. She sets aside ₦1,000 of the ₦7,500 for the next test.

If your numbers look worse: Chats under 3 means rewrite the hook. Many chats but no sales means fix your proof, your pitch speed or the product. Use the troubleshooting table in Step 6.

These numbers are an example to show how the math works. Your own costs and sales will differ.

YOUR PLAN

30-Day Action Plan and Safety Rules

Days	Goal	Do this
1-3	Set up	Pick a niche and product, get approved, set up WhatsApp Business, save the 5 quick replies
4-14	Prove	Post daily, message 10 people a day, run the scripts, get 3 sales
15-17	First ad	Launch 3 ads at ₦1,000 a day, reply within 5 minutes, don't edit
18-21	Read results	Work out cost per chat, cost per sale and profit per sale
22-30	Scale or fix	Raise budget 20% on winners, rewrite weak hooks, keep ₦1,000 of each commission for testing

Safety rules

- Never use money you need for rent, food or school fees on ads.
- Never invent testimonials, results or income screenshots. It breaks trust, breaks ad rules, and can get your account banned.
- Disclose that you earn a commission if the buyer asks, and keep your claims to what the product does.
- Keep records of every sale and payout for your own tracking and any tax obligations.
- Expect slow starts. The first ad test often fails. That is a test result, not proof that you can't do this.

A FINAL WORD

This strategy does not promise income. It lowers your risk by making you prove the product and the funnel for free first, then spend a small, fixed amount and scale only when the numbers show profit.