

**4-DAY IMPLEMENTATION MASTERCLASS**

Profit Genesis

Student Playbook

The printable companion for building one focused Digistore24 affiliate campaign.

WHAT YOU WILL COMPLETE

Account and compliance setup - offer scorecard - campaign math - bridge-page blueprint - three launch assets - five-message follow-up - optimization log - 30-day plan.

DAY 1	DAY 2	DAY 3	DAY 4
Foundation and setup	Offer and campaign plan	Launch and optimize	Scale and 30-day plan

IMPORTANT EARNINGS NOTICE

"500/day" is a planning target used to teach campaign math. It is not a promise or guarantee. Earnings depend on traffic quality, offer fit, conversion, refunds, skill, consistency and market conditions.

START HERE

How to Use This Playbook

Complete the course in order. Use the Excel workbook for live calculations and this playbook for thinking, writing and printed checklists.

The one-campaign rule

ONE CHANNEL -> ONE CONTENT PATH -> ONE BRIDGE PAGE -> ONE PRIMARY OFFER

Do not add more offers until Campaign 01 has enough clean data for a written keep, revise or stop decision.

- ☐ Create a folder named Profit Genesis Campaign 01.
- ☐ Save offer research, tracking links, bridge-page copy, content, email follow-up and results in separate subfolders.
- ☐ Enter every link placement into the Campaign Tracker.
- ☐ Complete each day checklist before moving forward.
- ☐ Review performance on a schedule instead of checking results emotionally all day.

Your starting constraints

Initial budget

Weekly time available

Primary traffic channel

First review date

DAY 1 WORKSHEETS

Foundation, Accounts, Tracking and Compliance

FINISH LINE

One ready affiliate account, a tracking convention, disclosure language and written campaign boundaries.

Account setup checklist

- ☐ Create or sign in to your Digistore24 account.
- ☐ Complete legal, identity, tax and payout details accurately.
- ☐ Open the affiliate marketplace and confirm offers are visible.
- ☐ Record your Digistore24 affiliate ID without storing your password.
- ☐ Read the current payment threshold, payout and refund rules.

Tracking naming rule

Use channel-asset-date with no spaces. Examples: yt-review-0801, email-day2-0803, ig-reel1-0805.

My naming rule

Example Digistore24 campaign key

Truth and compliance check

- ☐ I will not claim personal product use or results I do not have.
- ☐ I will not invent testimonials, scarcity, bonuses or endorsements.
- ☐ I will place a clear affiliate disclosure before or beside the recommendation.
- ☐ I will use only approved brand assets and traffic sources.
- ☐ I will email only consenting subscribers and provide an unsubscribe method.

DAY 1 COPY SHEET

Affiliate Disclosure Swipe Copy

Customize these examples and follow the rules that apply to your location and platform.

Short post or email disclosure

COPY

Affiliate disclosure: If you buy through my link, I may earn a commission at no additional cost to you.

Bridge-page disclosure

COPY

Affiliate disclosure: This page contains affiliate links. If you purchase through one of these links, I may receive a commission at no additional cost to you. I only recommend products I believe may be useful, but you should review the vendor's claims, terms, refund policy and suitability for your situation before purchasing.

Review disclosure when you have not used every feature

COPY

Disclosure: I have not personally used every feature of this product. This review is based on the vendor's published information, marketplace data and my independent research. The link is an affiliate link, so I may earn a commission if you purchase.

PLACEMENT RULE

Make the disclosure clear, easy to notice and close to the recommendation. Do not hide it in a footer, vague hashtag or separate terms page.

DAY 2 WORKSHEETS

Audience, Offer and Campaign Plan

FINISH LINE

One offer selected using written evidence, a tested affiliate link and a one-page campaign map.

Audience statement

I help [specific person] who struggles with [specific problem] understand [desired next step] without [common frustration].

My audience statement

Five-question problem test

- ☐ The audience actively talks or searches about this problem.
- ☐ The desired outcome fits in one clear sentence.
- ☐ People already pay for related solutions.
- ☐ I can produce at least 20 genuinely useful topics.
- ☐ I can discuss this honestly without inventing credentials or results.

Three-offer shortlist

Offer	Network	Sales page trust	Main limitation	Score /100

DAY 2 NUMBERS SHEET

Campaign Math Worksheet

Use planning assumptions, then replace them with real campaign data. The example is not a forecast.

Input	Your number	Formula
Daily gross commission target		Chosen planning target
Commission per valid sale		From marketplace / vendor terms
Required sales per day		Target / commission per sale
Expected sales conversion rate		Planning assumption, then real data
Required offer-page clicks		Required sales / conversion rate
Expected bridge click-through rate		Planning assumption, then real data
Required bridge visitors		Offer clicks / bridge click-through rate
Expected content click-through rate		Planning assumption, then real data
Required content views		Bridge visitors / content click-through rate

FIRST THREE MILESTONES

1. First 100 qualified offer-page clicks
2. First valid sale
3. First repeatable source of sales

DAY 2 PLANNING SHEET

One-Page Campaign Brief

Audience

Urgent problem

Desired next step

Primary channel

Chosen Digistore24 offer

Why the offer fits

Main objection

Evidence I can honestly use

Important limitation

Campaign key

Bridge-page promise

Primary call to action

DAY 3 WORKSHEETS

Build, Launch, Track and Optimize

FINISH LINE

A live, disclosed bridge page and three useful launch assets with unique tracking.

Bridge-page blueprint

Section	What to write
1. Headline	A practical way for [audience] to [desired next step].
2. Problem and context	Explain what the problem looks like, why common attempts fail and what to evaluate.
3. Recommendation	What the product is, who may benefit and who should not buy.
4. What to check	Three to five verified features, modules, tools or service elements.
5. Limitations	At least one meaningful limitation, cost, prerequisite or uncertainty.
6. Disclosure	Place the clear affiliate disclosure before or beside the first recommendation link.
7. Call to action	Use factual copy such as View the Official Product Page.

Pre-launch quality check

- ☐ Headline matches the source content.
- ☐ Every claim can be supported.
- ☐ Disclosure is visible before or beside the link.
- ☐ Primary button uses the tested affiliate link.
- ☐ Page works on mobile.
- ☐ Contact, privacy and applicable legal pages are accessible.

DAY 3 SWIPE SHEET

Three Launch Asset Scripts

ASSET 1 - THE MISTAKE LESSON

Name one costly beginner mistake. Explain why it happens. Give a practical correction. Invite the person to the bridge page for the full checklist or next step.

My hook

Three value points

Qualified call to action

ASSET 2 - THE COMPARISON LESSON

Compare approaches by best-fit audience, setup effort, cost or tradeoff, limitation and when each approach makes sense.

My hook

Three value points

Qualified call to action

ASSET 3 - THE QUICK-START TUTORIAL

Teach one small task the audience can complete today. End with a natural next step rather than a hard sell.

My hook

Three value points

Qualified call to action

DAY 3 EMAIL SWIPE

Five-Message Follow-Up Map

Use email only with permission. Identify yourself, avoid deceptive subjects and provide an unsubscribe method.

Message	Suggested subject	Purpose and structure
1. Deliver	Your [checklist/resource]	Deliver the promised resource, give one quick win and set up the next lesson.
2. Mistake	The [topic] mistake that slows beginners down	Describe the mistake, show the correction and link to the relevant bridge-page section.
3. Decide	Before you choose a [product type], check these 3 things	Teach three criteria, explain the recommendation and state one limitation.
4. Objection	Do you really need [product/category]?	Acknowledge who does not need it and who may benefit. Use official details, not invented urgency.
5. Next step	Your next step with [desired outcome]	Recap the lesson. Offer both a free action and the paid option. Add the disclosure.

Primary objection to answer

Free next action

DAY 3 OPTIMIZATION SHEET

Diagnose Before You Change Anything

Signal	Likely constraint	First action
Low content views	Distribution or topic	Improve topic, title, hook or publishing consistency.
Views but few bridge clicks	Content / CTA mismatch	Make the next step more relevant and specific.
Bridge visits but few offer clicks	Trust or offer fit	Clarify audience, benefits, limitations and CTA.
Offer clicks but no sales	Intent, offer or sales page	Recheck traffic quality and offer fit before increasing volume.
Sales but weak net commission	Refunds, costs or economics	Review expectation mismatch and traffic cost.

One-variable test log

Hypothesis

Metric to improve

Current value

One change

Start date

Review date

Result

Keep, revise or stop

DAY 4 WORKSHEETS

Scale Carefully and Build Your 30-Day Plan

FINISH LINE

A written scaling rule, reinvestment policy and repeatable weekly operating rhythm.

Campaign stage

Stage	Meaning	Action
A. No signal	Too little qualified traffic	Keep publishing and collecting clean data.
B. Engagement	Clicks or engagement but limited sales	Improve the first weak conversion stage.
C. Sales signal	Valid sales from identifiable sources	Repeat the same audience and message.
D. Repeatable economics	Sales repeat and net commission stays positive	Scale one rung at a time.

Scaling ladder

- ☐ Repeat the winning topic in a second format.
- ☐ Publish a deeper tutorial for the same audience.
- ☐ Improve the bridge page around the main objection.
- ☐ Add the best content to the email follow-up.
- ☐ Increase organic frequency only if quality holds.
- ☐ Test one adjacent hook or topic.
- ☐ Consider a small paid test only after valid sales and policy checks.
- ☐ Add a second offer only when Campaign 01 is understood.

DAY 4 OPERATIONS SHEET

Reinvestment and Risk Policy

Bucket	My percentage	Purpose
Reserve		Refunds, chargebacks and payout adjustments
Tax set-aside		Amount appropriate to your location and circumstances
Reinvestment		Content, tools, editing or controlled tests
Owner pay		Available only after obligations and reserves

Weekly risk review

- ☐ Re-test the primary affiliate link.
- ☐ Review vendor page, price, billing and refund-policy changes.
- ☐ Check network and vendor messages.
- ☐ Review refund and chargeback patterns.
- ☐ Remove outdated claims or expired bonuses.
- ☐ Back up copy, tracking and source files.
- ☐ Verify disclosures remain visible on mobile.
- ☐ Confirm email goes only to consenting subscribers.

PAUSE RULE

Pause promotion if the offer becomes misleading, stops fitting the audience, raises refund concerns or cannot be promoted without exaggeration.

DAY 4 DECISION SHEET

30-Day Review and Next Decision

Metric	Result	What it means
Qualified offer-page clicks		Traffic volume and intent
Valid sales		Buying signal
Gross commission		Top-line credited commission
Refunds / chargebacks		Expectation and quality risk
Traffic / production cost		Acquisition and operating cost
Net commission		Gross minus reversals and cost
Earnings per offer click		Value of one qualified offer-page visit

Choose one

SCALE

Valid sales repeat, net commission is positive, the source and message are identifiable, and policy risk is acceptable.

HOLD AND IMPROVE

Engagement exists and one conversion-stage weakness can be tested with enough traffic.

STOP OR REPLACE

Trust, refund, compliance or audience-fit concerns appear, or meaningful traffic repeatedly produces no buying signal.

My decision and evidence

MASTERCLASS FINISH LINE

Final Implementation Checklist

- ☐ One affiliate account is complete and payout-ready.
- ☐ One offer passed a documented scorecard.
- ☐ Every placement has a unique tracking code.
- ☐ One honest, disclosed bridge page is live.
- ☐ Three launch assets are published.
- ☐ Five permission-based follow-up messages are drafted or active.
- ☐ Campaign metrics are updated weekly.
- ☐ A test hypothesis and review date are scheduled.
- ☐ A reserve and reinvestment policy is written.
- ☐ The next 30 days are on the calendar.

Official references

Digistore24 affiliate getting started: <https://help.digistore24.com/hc/en-us/articles/24291871025553-Getting-started-as-an-affiliate>

Digistore24 promolinks: <https://help.digistore24.com/hc/en-us/articles/24293070547729-Use-promolink>

FTC endorsement guidance: <https://www.ftc.gov/business-guidance/resources/ftcs-endorsement-guides-what-people-are-asking>

YOUR NEXT ACTION

Open your calendar. Schedule Week 1. Then complete the first unfinished checkbox in your Campaign Workbook.