

Affiliate Content Planner (w.Template)

Your Blog's Strategy HQ: Create. Track. Grow.

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Running an affiliate blog isn't just about writing clever posts and sprinkling links. It's about building a system that helps you stay focused, stay creative, and—yep—get paid.

This planner is designed to be your blog's personal GPS. It points you in the right direction, helps you steer around potholes (like inconsistent posting or lost links), and keeps your earnings engine humming month after month.

Let's walk through how to use it like a pro—without the overwhelm.

Section 1: Monthly Dashboard

Month	Main Goals	Total Posts Planned	Posts Published	Top Products Promoted	Traffic Target (Sessions)	Email Subscribers Gained	Affiliate Income Goal	Actual Income

You can find this template in the member's area.

Think of this like your command center. At a glance, you'll know:

- How many posts you're publishing this month
- What affiliate products you're promoting
- Your top 3 goals (e.g., build traffic, increase conversions, grow list)
- Your projected income vs. actual earnings

Pro Tip: Color code your goals. Green for traffic, blue for email growth, orange for sales. Makes it easy to scan and adjust as needed.

Section 2: Blog Post Planner

Publish Date	Blog Title	Target Keyword	Product Promoted	Status (Idea, Draft, Scheduled, Published)	Link to Blog Post	Notes

You can find this template in the member's area.

Each post gets its own row. You'll log:

- Title and draft status
- Keyword focus (because SEO = free traffic!)
- Affiliate product(s) to mention
- Type of content: listicle, tutorial, review, etc.
- CTA (Call-to-action) — what do you want the reader to *do*?

Friendly Reminder: Add a reminder to check your affiliate links before publishing. Nothing's worse than a broken link on a post that's gaining traction.

Section 3: Affiliate Link Tracker

Product Name	Affiliate Network	Tracking Link	Blog Posts Using It	Clicks	Conversions	Earnings

You can find this template in the member's area.

Here's where you keep your golden nuggets organized:

- Product name
- Unique tracking link
- Commission rate
- Categories or tags (like "Evergreen," "High Ticket," or "Seasonal")

- Posts where the link is used

Magic Tip: Add a column for “Last Clicked.” Every month, update this to see which links are getting love and which ones are snoozing.

Section 4: Results + Insights

It’s like your blog is whispering, “Here’s what’s working. Do more of this.”

Analytics don’t have to be scary. This section is your simple scoreboard:

A. Monthly Performance Overview

Metric	Total
Blog Post Clicks	(Auto Sum)
Affiliate Link Clicks	(Auto Sum)
Conversions	(From links)
Estimated Revenue	(Manual/Auto)
Conversion Rate (%)	=Conversions/Clicks

B. Top-Performing Posts

Blog Title	Clicks	Conversions	Revenue	Notes
Example Post 1	450	32	\$240	Add to promo emails

C. Posts to Tweak (High Traffic, Low Clicks)

Blog Title	Views	Clicks	Click Rate	Suggested Fix
Example Post 2	1200	28	2.3%	Update CTA or headline

D. A/B Test Summary

Test Item	Variant A Result	Variant B Result	Winner	Notes
CTA Text	2.5% CTR	4.1% CTR	B	"Start Here" outperformed

Use simple color-coding (green = high, red = low) for quick insights.

Section 5: Quarterly Review

Every 3 months, sit down with a cup of something cozy and answer:

Sheet 5: Quarterly Review

A. Top Affiliate Product Conversions

Product Name	Clicks	Conversions	Conversion Rate	Revenue Generated	Notes
ExampleProduct Pro	500	60	12%	\$720	Add more CTAs

B. Top Traffic-Driving Posts

Blog Title	Views	Avg. Time on Page	Traffic Source	Notes
"How to Start an AI Blog"	5,200	3 min	Pinterest, SEO	Add follow-up content

C. Audience Insights & Surprises

What I Learned This Quarter
Readers love checklist-style posts more than long guides.
My email opt-in spiked when I used casual headlines.

D. Ideas for Next Quarter

Idea	Goal	Expected Outcome
Create a "mini course" lead magnet	Grow email list	+200 new subs
Test affiliate bundle page	Increase conversions	Boost by 20%

Your blog is alive—let it evolve with you!

- What affiliate products are converting best?
- What type of posts are driving the most traffic?
- What surprises did I learn about my audience this quarter?
- What do I want to *try* next?

Because your blog should grow with you—not get stuck in the same old loops.

How to Use This in Notion or Google Sheets

You don't need to be a tech wizard. Here's the basic setup:

In Google Sheets:

- Use tabs for each section
- Freeze headers so you can scroll easily
- Use conditional formatting for progress tracking (yes, emojis are encouraged!)

In Notion:

- Use databases with filters for products and posts
- Link your Post Planner to your Link Tracker using "Relation" fields
- Add checkboxes for completion status and notes for inspiration

Final Word: Why This Matters

The real magic of affiliate blogging isn't just writing or even selling—it's about *building a rhythm*. This planner isn't just another tool. It's a clarity compass, income map, and focus anchor all rolled into one.

You're not just making content. You're building a business.

And this planner? It's the backstage pass to help you run the show.