

THE COMPANION TO THE AFFILIATE EDGE

THE AFFILIATE EDGE

ACTION WORKBOOK

**A 30-Day Implementation Guide to Stop Restarting, Stay Focused, and Build an
Affiliate Business You Can Actually Operate**

MEASURE -> DIAGNOSE -> FIX ONE THING -> RUN AGAIN

Stop Restarting. Start Refining.

JIMMY GRIFFITH

Published by Lumenridge Publishing
An imprint of Peak Perform Media LLC

This workbook belongs to:

PRINTABLE WORKSHEETS - CAMPAIGN SCORECARDS - 30-DAY TRACKER

Use it. Do not just fill it in.

You do not need to complete every page tonight. Use the page that helps you make the next useful decision.

I built this companion to turn the ideas in The Affiliate Edge into work you can actually do. Read the matching chapter, complete the worksheet, and carry one decision into your business. A filled-in workbook is not the finish line. Using the decision is.

Start with three decisions

1. Find your real capacity - use AE-03 to record the hours you can protect without assuming a perfect week.
2. Name your current system - use AE-05A and AE-05B to identify the pieces and map the actual visitor journey.
3. Choose your first work session - use AE-16A to set your 30-day focus period, then give the next action a place on your calendar.

Already running a campaign?

Start with AE-10A and AE-10B, then use AE-11 to find the first likely weak link. Do not rebuild something that already works just to complete an exercise.

Print or type

These pages are sized for US Letter paper. Print at Actual Size / 100%, or use Fit for a different paper size. You may also type into the editable Word edition and print fresh copies of reusable pages whenever you begin a new run or review.

Protect the rest of your life. A focus period is not a spending obligation. You may pause, simplify, or stop. No result is guaranteed. Illustrative examples are teaching examples, not typical results or performance targets.

Use the worksheet ID first; page numbers are included for the PDF edition.

CH.	BOOK CHAPTER	WORKSHEET ID	PAGE
1	Why Good Affiliate Marketers Quit Too Soon	AE-01	4
2	The Restart Cycle	AE-02A / B / C	5-7
3	The Capacity Trap	AE-03	8
14	Consistency Without Burnout	AE-14	9
4	The Expectation Trap	AE-04	10
5	One Sound System	AE-05A / B	11-12
6	Goals That Produce Actions	AE-06	13
7	Protect the Work That Moves the Business	AE-07B / A	14-15
8	Stop Preparing and Start Doing	AE-08A / B	16-17
9	Results Are Data, Not a Verdict	AE-09A / B	18-19
10	You Cannot Improve What You Cannot Measure	AE-10A / B / C / D	21-24
11	Find the Broken Link	AE-11	25
12	Fix One Thing	AE-12	26
13	Run It Again	AE-13A / B	27-28
15	Do Not Scale Confusion	AE-15	29
16	Your 30-Day Affiliate Edge Plan	AE-16A-H	30-38

Keep these nearby

Shop-Floor Method reference - page 20 | Weekly Progress Review - page 37 | Stop Restarting Checklist - page 39 | Ten Affiliate Edge Rules - page 40

The Abandoned Strategy Audit

Look at three strategies, programs, or campaigns you stopped. Record what actually happened, not what you think you should have done.

Strategy 1

WHAT I STOPPED / MY GOAL	TIME WORKED CONSISTENTLY

Evidence collected - and the real reason I stopped:

Strategy 2

WHAT I STOPPED / MY GOAL	TIME WORKED CONSISTENTLY

Evidence collected - and the real reason I stopped:

Strategy 3

WHAT I STOPPED / MY GOAL	TIME WORKED CONSISTENTLY

Evidence collected - and the real reason I stopped:

The pattern I notice across these attempts:

Your Affiliate Edge Action: choose one pattern to watch during this 30-day period. Understanding the pattern is more useful than judging yourself for it.

My Restart Cycle

Use one recent change of direction. Mark the point where you were most tempted to leave the current system.

1	2	3	4	5	6	7	8
Excitement	Buy	Try	Slow result	Doubt	Search	Switch	Restart

What was I working on, and what result disappointed me?

What evidence did I have that the whole system was wrong?

What new opportunity caught my attention?

What did I abandon or delay to pursue it?

Next time I reach that point, what will I do before switching?

Keep the lesson. A new idea may be useful. Before changing direction, distinguish a current need from the relief of starting something new.

Distraction or Assist?

Product / tool / course / change:

UPFRONT COST	RECURRING COST / RENEWAL	SETUP TIME REQUIRED

The current bottleneck this is supposed to solve:

THE THREE QUESTIONS	YES / NO / UNKNOWN
Does it directly support my current system?	
Can I use it in the next planned work block without displacing something more important?	
Does it solve a bottleneck I can identify?	

What evidence supports those answers?

What do I already own that might do the job?

Decision and reason: investigate further, use what I own, or move to Maybe Later.

Three yes answers do not mean automatic purchase. Check affordability, renewal terms, setup time, and capacity before deciding.

The Maybe Later List

My current focus:

IDEA / PRODUCT / STRATEGY	WHY IT INTERESTS ME / WHAT IT MIGHT SOLVE	REVIEW DATE

My next scheduled Later List review:

Not now does not mean never. At review time, keep only ideas that still support a clear need. Use AE-02B before moving an item into active work.

Real-Life Capacity Audit

DAY	TIME I CAN PROTECT	MINUTES	WHAT COULD INTERRUPT IT?
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			
Sunday			

Total weekly minutes / realistic hours: _____

What am I currently trying to maintain inside those hours?

What will I remove, reduce, simplify, or move to Later?

Before calling yourself inconsistent, ask whether the work you assigned yourself can fit. Your available hours are a planning constraint, not a character test.

My Sustainable Weekly Floor

Capacity from AE-03 / weekly floor I will protect:

NON-NEGOTIABLE ACTIVITY	NORMAL-WEEK VERSION	BAD-WEEK VERSION
1.		
2.		
3.		

When will these activities happen? Write realistic work blocks.

What will tell me the pace or workload needs reducing?

If I miss a session, the next small step for resuming is:

Resume. Do not repay. Extra time is a bonus, not a new requirement. During emergencies, reduce or pause the agreement.

The Expectation Reset

The result I want:

The deadline I attached to it - and where that deadline came from:

What part of this can I directly control this week?

What would meaningful progress look like if the final result takes longer?

My goal is still... but for the next 30 days I will also judge progress by...

Keep the ambition. Do not let an invented deadline turn incomplete evidence into a verdict. Use AE-06 to turn controllable actions into a work plan.

The One-System Map

COMPONENT	MY CURRENT CHOICE / SETUP
Offer	
Lead capture	
Follow-up	
Tracking	
Traffic	
Refinement	

Who is this for, and what useful problem does the offer solve?

The first unfinished step or current bottleneck:

My One-System Commitment: For the next 30 days, I will operate and improve this system instead of replacing it unless the evidence gives me a clear reason.

Signed / date:

My Visitor Journey

Map the route a real visitor takes. Include only steps you actually use. A bridge page is optional, and follow-up may return someone to the offer later.

STAGE	PAGE / TOOL / LOCATION	WHAT THE VISITOR SHOULD DO	WHAT I CAN MEASURE
Traffic source			
Lead capture			
Resource delivery / thank-you			
Follow-up			
Bridge / next step (optional)			
Offer			
Sale / confirmation			

Where is the first handoff I am least confident about?

What technical check or measurement would make this journey clearer?

Your operating system and the visitor journey are related but not identical. Build from the six components; diagnose by tracing the visitor.

The Goal-to-Action Planner

OUTCOME - What do I want the business to produce?

MILESTONE - What would show I am moving toward it?

PROJECT - What must be built, completed, or tested?

THIS WEEK'S ACTION	WHEN	MINUTES
1.		
2.		
3.		

My One Win this week - if I complete only one meaningful thing:

Capacity check: add the planned minutes. If the actions do not fit the capacity you identified, reduce the plan before you begin.

My One Win & Daily Big Three

Week of / session date:

My One Win for this week:

What finished looks like - the visible output I will leave behind:

TODAY'S BIG THREE	THE TASK	MINUTES
Money-moving		
Required support		
Optional		

My first protected work block - start / end:

What I completed, and the next starting point:

Protect the order. Urgent delivery, security, and technical problems come first. Otherwise begin with the meaningful task; optional work stays optional.

The Time-and-Task Audit

Classify the last seven days. L = Learning | S = Setup | M = Maintenance | \$ = Money-moving

ACTIVITY	MINUTES	L / S / M / \$	WHAT DID IT SUPPORT?

Total minutes / money-moving minutes / share:

What necessary work did I keep postponing?

What will I remove or reduce to protect that work next week?

My next protected work block:

The Launch Line

The project I keep delaying:

What is behind the delay?

☐ Fear or perfectionism

☐ Confusion, missing information, or too many moving parts

The specific obstacle I need to resolve:

My readiness check

☐ The offer and message make sense for the intended reader.

☐ Links and opt-in have been tested.

☐ Promised resource delivery and follow-up work.

☐ Opt-out / unsubscribe works where applicable.

☐ The important actions can be measured.

☐ The traffic or exposure step fits my available time and resources.

The essential item still missing - and what I will do about it:

My next smallest meaningful action / date:

A Test Needs a Limit

The question this test is meant to answer:

Campaign / version / traffic source:

LIMIT	MY AGREEMENT
Observation window / review date	
Maximum traffic spend	
Other attributable cash cost limit	
Maximum time I will use	
Required tracking / reports before launch	

Reasons I will stop early or pause (budget, tracking failure, unsafe / broken operation, other):

What must stay stable enough for the result to be useful?

Write the limits before the result arrives. Continued learning is not automatic permission to keep spending.

The Result, the Story & the Next Step

THE RESULT - What actually happened? Include the period and figures I know.

THE STORY - What did I immediately tell myself the result meant?

THE EVIDENCE - Which parts are observed facts? What is still unknown?

THE NEXT STEP - What can I check, learn, or test before making a large decision?

Jimmy's Edge: a campaign result is information about the system, not a verdict on you.

The Resilience Tracker

SETBACK / DATE	MY FIRST REACTION	WHAT I ACTUALLY KNOW	NEXT RESPONSIBLE STEP

What did I protect or handle better this time?

What needs less pressure, a smaller plan, or support?

My next check-in date / person or resource I may ask for help:

A campaign problem and an unsustainable workload are different problems. Do not answer both with "work harder."

The Shop-Floor Method

1**MEASURE**

What actually happened? Record source, dates, activity, result, cost, and missing information.

2**DIAGNOSE**

Where did the process weaken? Trace the visitor route. Keep evidence separate from assumptions.

3**FIX ONE THING**

What single change makes sense? Write the hypothesis and the change. Keep stable parts stable where practical.

4**RUN AGAIN**

Did it improve? Run the revised version within your limits. Record the result and decide what the next run should learn.

Then decide: Refine, Scale, Replace, or Pause. Run again when the evidence and your limits support it. Learning value does not erase a financial loss.

STOP RESTARTING. START REFINING.

Activity

Campaign / version / traffic source:

Observation period / review date:

Record the exact count definition beside each number. Purchased clicks, delivered clicks, page visits, and unique visitors are not interchangeable.

ACTIVITY METRIC	RECORDED VALUE	COUNT DEFINITION / REPORT / NOTES
Eligible landing-page traffic		
New valid opt-ins		
Opt-in rate		
Follow-up clicks		
Unique bridge / next-step visitors		
Visitors continuing to offer		
Bridge-to-offer rate		
Attributed sales		

What looks weak, and what evidence makes me think so?

What important number is missing? Where will I find it?

A measured zero is a result. Unknown is a gap. If a denominator is zero or unavailable, write Not available instead of calculating a misleading rate.

Money & Time

Campaign / version / review date:

MONEY / TIME ITEM	RECORDED VALUE	STATUS / DATE / SOURCE / NOTES
Pending commission		
Approved net commission		
Cash received / payout		
Traffic spend		
Other attributable campaign costs		
Campaign contribution		
Time used - minutes / hours		
Recurring tools / overhead tracked elsewhere?		

Campaign contribution = approved net commission - the campaign costs you included. State those costs. It is not automatically whole-business profit.

What money is still pending, reversible, unpaid, unknown, or outside this calculation?

What money-and-time limit applies before another run?

Do not add cash received to approved commission as though it were another sale. A payout is movement of money already earned or recorded. Keep status and dates separate.

How to Read Your Scorecard

Use the same definitions and comparable observation windows when comparing runs.

CHECK	QUESTION
Traffic count	What exactly does the report count - purchased clicks, delivered clicks, visits, or unique visitors?
Valid opt-ins	What duplicate / invalid-entry checks did I make, and did I keep the rule consistent?
Rates	Did I keep both the numerator and denominator, not just the percentage?
Email opens / clicks	Could privacy features, scanners, or link previews inflate the count?
Money	Did I keep pending, approved net commission, payout, and costs separate?
Unknowns	Did I write Unknown instead of silently turning missing data into zero?
Causation	Am I describing an observation, or claiming the change caused it without enough evidence?

Practice: opt-ins ____ / eligible traffic ____ x 100 = ____ %

What can I reasonably say from these figures? What can I not say yet?

A better number is a clue, not proof. Numbers point. They do not explain.

Two Runs, One Question

ILLUSTRATIVE EXAMPLE - invented teaching figures. Not a real customer result, typical result, performance target, or spending recommendation.

Question: does clearer wording on a bridge page help more visitors continue to the offer? Both runs use the same offer, lead magnet, and intended traffic source. The bridge headline and supporting explanation change together as one copy package.

MEASUREMENT	RUN 1	RUN 2
Eligible unique landing-page visitors	200	200
New valid opt-ins	60	58
Opt-in rate	30.0%	29.0%
Unique bridge-page visitors	54	52
Bridge visitors continuing to offer	9	13
Bridge-to-offer rate	16.7%	25.0%
Traffic cost	\$100	\$100
Cost per new valid opt-in	\$1.67	\$1.72
Pending commission at review	\$0	\$0
Approved net commission at review	\$0	\$0
Cash received at review	\$0	\$0
Traffic-only contribution at review	-\$100	-\$100

Observation: Run 2 records a higher bridge-to-offer rate. That does not establish that the copy caused the difference or that either run was profitable.

Decision record: the pre-agreed total paid-test budget was \$200 and has been used. Paid traffic pauses. The next possible task is a no-additional-spend review inside the remaining time allowance - not an automatic purchase of Run 3.

Unknown: whether the copy caused the difference, whether later activity will change the financial record, and whether another audience mix would behave the same way.

The Bottleneck Finder

TRAFFIC -> OPT-IN -> FOLLOW-UP -> BRIDGE / NEXT STEP -> OFFER -> SALE

STAGE	WORKING / WEAK / UNKNOWN / N/A	WHAT IS THE EVIDENCE?
Traffic		
Opt-in		
Follow-up		
Bridge / next step		
Offer		
Sale		

The first likely weak link I can identify:

What I need to check before treating that as the cause:

What appears to work and should stay stable during the next test:

If the answer is Unknown, your next task may be a tracking or technical check, not another purchase or a full rebuild.

The Fix-One-Thing Test

My current bottleneck and supporting evidence:

I believe this is weak because...

The one meaningful thing I will change:

What I will keep stable - and any limits on what I can control:

PRIMARY METRIC / COUNT DEFINITION	BASELINE / PERIOD	NEXT REVIEW POINT

What result would help me decide what to do next?

Write before changing. A whole-page revision tests a package; it cannot identify the effect of every element inside that package.

The Refine-and-Rerun Plan

What happened in the last run, and what did I learn?

What did I change? What will remain the same?

What will I measure in the next run?

RUN DATE / WINDOW	REVIEW DATE	MONEY LIMIT	TIME LIMIT

What will make me pause, collect more information, repair something, or end this test?

After the next run: the result, the lesson, and the next decision.

A repair, a no-additional-spend check, or a pause can use the lesson without buying another test.

The Run-It-Again Log

RUN / DATE	WHAT CHANGED	METRIC & RESULT	MONEY / TIME USED	LESSON / NEXT MOVE

What does this history suggest I understand better now?

Which question is still unanswered?

Keep the runs connected. A disappointing run can still inform the next decision. Run again when the evidence and your limits support it.

The Ready-to-Scale Check

What exactly do I want to scale - and why?

The repeated evidence supporting the decision:

- ☐ I can explain what appears to work and what is still weak.
- ☐ I have repeatable approved net results after the attributable costs I recorded.
- ☐ Pending commission is recorded separately from approved results.
- ☐ I know the cash I can afford to expose before the next payout.
- ☐ My tracking can show whether the increase helps or hurts.
- ☐ I have considered the additional workload and capacity.
- ☐ I know the number or condition that will tell me to slow down or stop.

The smallest responsible increase I will test:

My guardrail - the specific limit or condition that stops the increase:

Review date / decision:

Understanding a losing campaign does not make it ready for profitable growth. Scale only with evidence, acceptable economics, and capacity.

My 30-Day Affiliate Edge Commitment

Start date / Day-30 review date:

My primary system, offer, and traffic source:

OUTCOME TARGET	EXECUTION TARGET

Weekly floor / money-and-time limits for this period:

MY THREE NON-NEGOTIABLES	WHEN I WILL DO THEM
1.	
2.	
3.	

My first unfinished step or likely bottleneck:

Commitment: for the next 30 days, I will operate, measure, and refine one sound system. I will not replace it simply because I am frustrated, bored, or distracted by something new. If I change direction, I will record the reason.

Signed / date:

Stabilize the System

Dates / planned work time:

- ☐ Primary offer and lead capture confirmed.
- ☐ Links and opt-in form tested.
- ☐ Promised resource delivered successfully.
- ☐ Follow-up and opt-out checked.
- ☐ Tracking and report access confirmed.
- ☐ Primary traffic or exposure step selected.

What is complete? What essential item is still missing?

My One Win this week, and the work block I will protect:

What did I actually complete? What information do I have now?

Did this fit my capacity? What is the next unfinished step?

Run & Measure

Dates / campaign / version:

The activity I will carry out, and the limits I set:

MEASUREMENT	RECORDED RESULT / SOURCE
Traffic / exposure	
Opt-ins	
Follow-up / offer clicks	
Sales / commission status	
Traffic spend / other costs	
Time used	

Where did people move forward? Where is the next uncertainty?

What should remain unchanged while I investigate?

My next review point and the question it needs to answer:

Unknown is a useful answer. Week labels are not a requirement to spend faster.

Refine One Thing

Dates / related run or scorecard:

The likely bottleneck and the evidence I have:

The one change I will make - and why:

What will stay the same? What might vary outside my control?

METRIC / BASELINE	REVISED VERSION	RUN / REVIEW DATE

What actually happened after the change?

The lesson so far - and what I cannot conclude yet:

The point is to make the next decision better informed, not to force a complete turnaround in seven days.

Run Again & Review

Dates / related run or scorecard:

What did I run or review again? What result did it produce?

What improved? What stayed weak or uncertain?

What did I learn about the audience, traffic, or funnel?

What did I learn about my own capacity and operating routine?

The evidence I will take into my Day-30 decision:

Review before choosing. Refine, Scale, Replace, or Pause only after looking at the record. A calendar is not proof that a strategy works or fails.

The 30-Day Consistency Tracker

Status: Done / Planned rest / Paused / Missed. A missed session creates a next step, not catch-up debt.

DAY / DATE	ONE MEANINGFUL ACTION OR PLANNED REST	MINUTES	STATUS
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			

What is helping me continue? What needs simplifying?

Keep the Rhythm Going

Extra work on a good day does not become a new minimum for every day afterward.

DAY / DATE	ONE MEANINGFUL ACTION OR PLANNED REST	MINUTES	STATUS
16			
17			
18			
19			
20			
21			
22			
23			
24			
25			
26			
27			
28			
29			
30			

What can I now repeat more calmly or reliably?

The Weekly Progress Review

Week of / planned minutes / actual minutes:

What did I plan? What did I complete?

What result or useful information did those actions produce?

What challenge kept repeating? What will I change about the work?

What is one win worth keeping? What do I now understand better?

My One Win and first protected work block for next week:

The Day-30 Decision

A completed calendar is not proof that a strategy works or fails. Review your figures, work, limits, and remaining uncertainties.

DECISION	WHAT IT MEANS FOR MY SYSTEM
REFINE	Keep the system and work on an identified weakness.
SCALE	Test more only when repeatable evidence, acceptable economics, affordable exposure, and capacity support it.
REPLACE	Change a component or approach because the evidence supports doing so.
PAUSE	Stop or delay another run because money, time, operational risk, or missing information makes continuation irresponsible.

My decision - and the evidence supporting it:

What will I keep? What will change? What is still unknown?

My next action, money-and-time limits, and review date:

Finish with this question: Do I understand my business better than I did 30 days ago - and does what I know justify the next step?

The Stop Restarting Checklist

- ☐ I have written down the actual result that disappointed me.
- ☐ I have separated evidence from the story I told myself.
- ☐ I have checked whether the workload fits my available time.
- ☐ I have traced the system and named the likely weak link or missing information.
- ☐ I can explain what I tested and what I learned.
- ☐ I know which parts appear to work and should be preserved.
- ☐ I have used AE-02B on the new opportunity.
- ☐ I have checked my money-and-time limits and reasons to pause.
- ☐ If I am considering more spending, I have written the next question and stop condition.

What is making a restart feel attractive right now?

My decision: continue, refine, replace a component, pause, or stop - and why.

Stop Restarting. Start Refining. Not "never change." Make the change because the evidence and your circumstances support it, not simply because the excitement moved.

The Ten Affiliate Edge Rules

- 01 One system at a time.**
- 02 Build around the time you actually have.**
- 03 Do the work that moves the business first.**
- 04 Measure before judging.**
- 05 Find the broken link.**
- 06 Fix one thing.**
- 07 Run it again when the evidence and your limits support it.**
- 08 New tools should solve current bottlenecks.**
- 09 Scale only with evidence, acceptable economics, and capacity.**
- 10 Stop Restarting. Start Refining.**

The next meaningful step I will take:

Copyright © 2026 Jimmy Griffith. All rights reserved.

Published by Lumenridge Publishing, an imprint of Peak Perform Media LLC.

You may print additional working copies for your own use. This workbook is a complimentary companion to The Affiliate Edge. It provides educational exercises, not a promise of income, a performance benchmark, or a required spending plan.

LumenridgePublishing.com/AffiliateEdgeWorkbook