

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

This workbook belongs to:

PRINTABLE WORKSHEETS • COMPLETED EXAMPLES • 30-DAY TRACKER

START HERE

Use It. Don't Just Fill It In.

START

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

Find your real capacity with Real-Life Capacity Audit (AE-03). Name the system with The One-System Map (AE-05A). Then choose the first work session in My 30-Day Affiliate Edge Commitment (AE-16A). The map on the next page gives you the page numbers.

Use the workbook in either direction

Reading from the beginning? Follow the chapter map. Already running a campaign? Start with both halves of The Affiliate Edge Scorecard (AE-10A and AE-10B), then The Bottleneck Finder (AE-11). Do not rebuild working pieces just to fill a page.

Print or type

The PDF is sized for US Letter. Print at Actual Size / 100%, or use Fit for a different paper size. Write on the printed pages, or type into the matching editable Word edition. The PDF is a printable workbook, not an interactive form. Print fresh working copies for each run or weekly review.

Work from observations, not guesses

All invented sample entries are labeled Illustrative Example. They are not customer results, typical results, or targets. A measured zero is not the same as Unknown. Not applicable means the step does not belong in your system.

Protect the rest of your life. A focus period is not a spending obligation. Rest, reduced workloads, and pauses belong in this plan. No sale or result is guaranteed. Do not keep a test running just to keep a promise to this workbook.

— Jimmy

NAVIGATION

Your Chapter-to-Workbook Map

MAP

Use the chapter number and worksheet name. Book page numbers can change; the matched chapter and worksheet identifiers remain useful.

CH.	BOOK CHAPTER	WORKBOOK PAGES
1	Why Good Affiliate Marketers Quit Too Soon	4
2	The Restart Cycle	5, 6, 7
3	The Capacity Trap	8
4	The Expectation Trap	10
5	One Sound System	11, 12
6	Goals That Produce Actions	13, 14, 15
7	Protect the Work That Moves the Business	15, 16
8	Stop Preparing and Start Doing	17, 18
9	Results Are Data, Not a Verdict	19, 20
10	You Can't Improve What You Can't Measure	22, 23, 24, 25
11	Find the Broken Link	27
12	Fix One Thing	26, 28
13	Run It Again	26, 29, 30
14	Consistency Without Burnout	9, 20, 37, 38, 39, 40
15	Don't Scale Confusion	31
16	Your 30-Day Affiliate Edge Plan	32, 33, 34, 35, 36, 37, 38, 41

Keep these nearby

The Shop-Floor Method — page 21

A Test Needs a Limit — page 18

Two Runs, One Question — page 25

The Completed Run Log — page 26

A Five-Hour Operating Week — page 40

The Stop Restarting Checklist — page 42

The Ten Affiliate Edge Rules — page 43

The Terms Beside the Numbers — page 44

Notes & Personal-Use Permission — page 45

Page references match this PDF, including the cover. In Word, typing longer answers can change pagination; use worksheet names and identifiers. Select WORKBOOK MAP in a header to return here.

The Abandoned Strategy Audit

AE-01

Look at three strategies, programs, or campaigns you stopped. Record what happened rather than 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:

Choose one pattern to watch during this focus period. A reasonable decision to stop is not a character failure.

CHAPTER 2 • RECOGNIZE THE LOOP

My Restart Cycle

AE-02A

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

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?

A new idea may be useful. Check whether it solves the current problem or only feels more promising.

CHAPTER 2 • BEFORE BUYING OR SWITCHING

Distraction-or-Assist Filter

AE-02B

Evaluate the course, tool, offer, or traffic method against the business you are already operating.
The product, tool, course, or change I am considering:

UPFRONT COST	RECURRING COST / RENEWAL	SETUP TIME

The current bottleneck this is supposed to solve:

THE BOOK’S 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?	

Evidence for those answers—and what I already own that could do the job:

Decision, affordability, and next work block:

Three yes answers justify investigation, not an automatic purchase. Check cost, renewals, setup work, and capacity. A 72-hour reminder is optional; a sales deadline is not your implementation plan.

The Maybe Later List

AE-02C

Not now does not mean never. Park interesting ideas here and keep the current plan intact.

My current focus:

IDEA / PRODUCT / STRATEGY	WHAT IT MIGHT SOLVE	REVIEW DATE

My next scheduled Later List review:

At the review, keep only ideas that still support a clear need. Use the Distraction-or-Assist Filter before moving an item into active work.

CHAPTER 3 • BUILD AROUND REAL LIFE

Real-Life Capacity Audit

AE-03

Use a busy but manageable normal week. Count business minutes only after work, family, health, sleep, and other existing responsibilities. Emergencies can reduce or pause the plan.

DAY	TIME I CAN PROTECT	MINUTES	POSSIBLE INTERRUPTION
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			
Sunday			

Total weekly minutes: _____ ÷ 60 = _____ realistic hours.

What am I trying to maintain inside those hours?

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

Your available hours are a planning constraint, not a character test. Keep personal responsibilities outside the disposable business-task list.

CHAPTER 14 • USE AFTER THE CAPACITY AUDIT

My Sustainable Weekly Floor

AE-14

Choose a realistic normal-week commitment no larger than your capacity in AE-03. A weekly floor is not a debt imposed during illness, emergencies, or needed rest.

Realistic capacity: _____ hours | Planned weekly floor: _____ hours

NON-NEGOTIABLE	NORMAL-WEEK VERSION	SMALLER FALLBACK
1.		
2.		
3.		

When will these activities happen? Record work blocks.

What tells me to reduce the workload or pause?

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

Resume. Don't repay. Extra time is a bonus, not a new requirement. During an emergency, change the agreement instead of accumulating catch-up debt.

CHAPTER 4 • RESET THE TIMELINE

The Expectation Reset

AE-04

Keep the ambition. Examine the deadline and the evidence you are using to judge progress.

The result I want:

The deadline I attached to it—and where it came from:

What can I directly control this week?

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

My review window—and what might still be unknown at the review:

A 30-day work review is not necessarily enough to judge a slower traffic method. Turn controllable actions into a plan with AE-06.

CHAPTER 5 • THE BUILD SEQUENCE

The One-System Map

AE-05A

This is the preparation checklist, not the visitor’s route. Arrange tracking before live exposure; use AE-05B to map the actual handoffs.

COMPONENT	MY CURRENT CHOICE / SETUP
1. Offer	
2. Lead capture	
3. Follow-up	
4. Tracking	
5. Traffic	
6. Refinement	

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

What is the first missing essential or likely bottleneck?

- ☐ The offer and promotion are honest and relevant.
- ☐ The basic delivery, follow-up, and tracking work before exposure.

My One-System Commitment: I will operate and improve this process rather than replace it because I am frustrated. Evidence, affordability, capacity, and safety can justify a change or pause.

CHAPTER 5 • MAP THE ACTUAL HANDOFFS

My Visitor Journey

AE-05B

The build map asks what to prepare. This map asks where the person goes next. A bridge page is optional and can appear after an opt-in or later in follow-up.

Example route: Traffic → Opt-in → Optional bridge → Offer. Follow-up may bring a subscriber back to the offer later. Do not add a step just to match this example.

MY STEP / PAGE / MESSAGE	NEXT ACTION I WANT	REPORT / CHECK

Where does follow-up return people to the journey?

What is unknown or unmeasurable on this route?

Keep the route you actually use. Attributed sales may occur later; a page click alone does not certify a sale or qualified lead.

CHAPTER 6 • TURN A TARGET INTO WORK

The Goal-to-Action Planner

AE-06

Work down the chain until the next action is clear enough to begin. A financial target is not tonight’s task list.

OUTCOME — What do I want the business to produce?

MILESTONE — What observable step shows progress?

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:

Add the planned minutes. If they do not fit the capacity you identified, reduce the plan before you begin.

CHAPTER 6 • ILLUSTRATIVE EXAMPLE

A Completed Goal-to-Action Example

AE-06X

These sample entries demonstrate planning. They are not an earnings target, a real customer result, or a requirement to buy traffic.

OUTCOME

Build an affiliate campaign that can cover its attributable costs.

MILESTONE

Complete and review one measurable run within a fixed time and spending limit.

PROJECT

Finish the opt-in page, resource delivery, and first follow-up messages.

NEXT ACTION

During the next 30-minute work block, submit the opt-in form with a test address, confirm the resource arrives, and record anything that fails.

MY ONE WIN

The receiving end works and the first test has a written question and limit.

Apply the distinction to my own next action:

The outcome gives direction. The milestone shows progress. The project names the deliverable. The action tells you what to do next.

My One Win & Daily Big Three

AE-07B

Choose the weekly priority, then plan one session that supports it. Print another copy for a fresh session.

Week of: _____ Session date: _____

My One Win for this week:

What finished looks like—the visible output:

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

First protected block—start and end time:

What I completed—and the next starting point:

Fix urgent delivery, security, or technical failures first. Then protect the meaningful task. Optional work stays optional.

The Time-and-Task Audit

AE-07A

Look back at seven days. Label the main purpose of each activity: L = Learning, S = Setup, M = Maintenance, \$ = Money-moving.

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

Total minutes: ____ **Money-moving minutes:** ____ **Share:** ____%

Share = money-moving minutes ÷ total recorded minutes × 100. With no recorded minutes, leave the rate Not available. This is not a target to maximize blindly.

What necessary work did I keep postponing?

What will I remove or reduce to protect it?

My next protected work block:

Urgent operational repairs may be the most important work. Do not label essential customer protection as low-value busywork.

CHAPTER 8 • FINISH THE FIRST USABLE VERSION

The Launch Line

AE-08A

Choose one delayed project. Define the essentials for a responsible test, not every improvement you could possibly add.

The project I keep delaying:

The real obstacle—fear, perfectionism, confusion, or missing information:

-
- ☐ The offer, message, and relevant disclosures are honest and suitable.
 - ☐ Links, opt-in, resource delivery, and follow-up have been tested.
 - ☐ Commercial-email identity, contact details, and opt-out work where required.
 - ☐ The important actions can be measured.
 - ☐ The planned exposure fits my resources and the program/provider rules.
 - ☐ A Test Needs a Limit (AE-08B) is completed before exposure.

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

My next smallest meaningful action and realistic work block:

Complete enough to test does not mean careless. It means the essentials work and the next response can inform a decision.

CHAPTERS 8 & 13 • COMPLETE BEFORE EXPOSURE

A Test Needs a Limit

AE-08B

Set the boundaries while you are calm. No sale is guaranteed. A test may end without enough evidence for a clear answer.

The specific question this test is meant to answer:

MAXIMUM CASH SPEND	MAXIMUM WORK TIME	WHAT THESE LIMITS INCLUDE

Metric and exact count definition / baseline:

RUN / EXPOSURE WINDOW	OBSERVATION WINDOW	REVIEW DATE

Early-stop conditions: broken page, missing tracking, unsafe cost, offer issue, or other:

What decision will the result inform? What will I do if it is inconclusive?

- ☐ I can afford the stated cash loss without affecting essential bills.
- ☐ My next step may be a repair, more observation within limits, or a pause.

No-paid-traffic work needs limits too. Cap the hours, record actual exposure, and do not confuse post views with measured landing-page visitors.

CHAPTER 9 • A PRACTICAL MINDSET RESET

The Result, the Story & the Next Step

AE-09A

Separate what happened from the meaning you attached to it. Use evidence, not forced positive statements.

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

THE STORY — What did I immediately tell myself it meant?

THE EVIDENCE — Which parts are observed? What remains unknown?

THE NEXT STEP — What can I check before a large decision?

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

CHAPTERS 9 & 14 • RECOVER WITHOUT RESTARTING

The Resilience Tracker

AE-09B

Use after a setback or difficult week. The next responsible step may be resuming, reducing the workload, asking for help, or pausing.

SETBACK / DATE	FIRST REACTION	WHAT I KNOW	NEXT RESPONSIBLE STEP

What did I protect or handle better this time?

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

Next check-in date and 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.”

PART THREE • KEEP THIS BESIDE YOUR WORK

The Shop-Floor Method

REFERENCE

One review. One reasoned change. Another run when it is appropriate.

1. MEASURE

What actually happened? Record the source, dates, activity, result, cost, and time. Mark missing information Unknown.

2. DIAGNOSE

Where might the process be weak? Trace the actual visitor route. Keep evidence separate from assumptions.

3. FIX ONE THING

What reasoned change will I test? Name the hypothesis and the change. Keep other relevant parts stable where practical.

4. RUN AGAIN

Within the agreed limits, what happened this time? Compare the result and note uncertainty. Another paid run is not compulsory.

Then decide: **REFINE • SCALE • REPLACE • PAUSE**. Scale needs acceptable economics and capacity as well as evidence. You may stop an unsuitable campaign rather than resume it.

STOP RESTARTING. START REFINING.

CHAPTER 10 • ACTIVITY

The Affiliate Edge Scorecard

AE-10A

Use with Money & Time (AE-10B). Keep the same campaign ID and observation window on both sheets.

Campaign / version: _____ **Source:** _____

Run dates: _____ **Observation window:** _____

Review date: _____ **Report / filtering rules:** _____

MEASUREMENT	VALUE	COUNT DEFINITION / REPORT
Landing-page traffic		
New valid opt-ins		
Opt-in rate (%)		
Follow-up clicks		
Bridge / next-page visitors		
Visitors continuing to offer		
Bridge-to-offer rate (%)		
Attributed sales at review		

Which handoff looks weak—and what supports that view?

What is missing or not comparable?

Use the traffic count you can actually verify. Purchased clicks, delivered clicks, visits, and unique visitors are not interchangeable. Unknown is not zero. Mark unused stages Not applicable.

The Affiliate Edge Scorecard

AE-10B

Use with Activity (AE-10A). Record the report labels and currency. Do not count an approved amount and its later payout as two earnings events.

Campaign / version: _____ Currency: _____ As of: _____

MONEY / TIME ITEM	AMOUNT	SOURCE / STATUS / INCLUDED COSTS
Pending commission		
Approved net commission		
Cash actually received		
Traffic spend		
Other attributable campaign costs		
Total included campaign costs		
Campaign contribution		
Time used (minutes)		
Wider costs excluded here		

Campaign contribution = approved net commission – total included campaign costs. It is not whole-business profit. Do not deduct fees twice. Do not combine pending amounts with approved amounts.

Later reversals, approvals, or payouts—and the date recorded:

Budget remaining / cash timing / what this allows me to do next:

When an amount is missing, mark Unknown. A measured \$0 belongs only where the report supports it. Time and recurring overhead matter even when no traffic was purchased.

CHAPTER 10 • COUNTS BEFORE CONCLUSIONS

How to Read Your Scorecard

AE-10C

Use a consistent definition, reporting source, and observation window. A rate describes a result; it does not establish its cause.

Opt-in rate

New valid opt-ins $\div$ eligible measured landing-page traffic $\times$ 100. Define valid and eligible. Excluding duplicates or invalid entries does not certify buying intent.

Bridge-to-offer rate

Unique bridge visitors who continue to the offer $\div$ measured unique bridge visitors $\times$ 100. Only calculate this for a route that uses the bridge.

Cost per new valid opt-in

Traffic spend $\div$ new valid opt-ins. Name the cost basis; adding other campaign costs changes the measure.

Campaign contribution

Approved net commission – included campaign costs. Keep pending amounts, payouts, overhead, and later adjustments visible but distinct.

Illustrative arithmetic: a move from 20% to 25% is 5 percentage points. Relative change is 25%, because $5 \div 20 \times 100 = 25\%$. Neither calculation proves why the rate changed.

- ☐ The action and denominator are named.
- ☐ The counts, source, dates, exclusions, and bot-filtering settings are recorded.
- ☐ Unknown or zero denominators are marked Not available, not divided by.
- ☐ I have not called a higher opt-in rate proof of qualified leads or profit.

A small sequential test can remain inconclusive. Automated scans can inflate opens and clicks. Use Source Notes 3 and 4 in the book for technical background.

CHAPTER 10 • COMPLETED ILLUSTRATIVE EXAMPLE

Two Runs, One Question

AE-10D

These invented figures are identical to the book's example. They are not Jimmy's results, a real customer result, typical rates, or recommended spending.

Question: Does clearer bridge-page wording help more visitors continue to the offer? Change: bridge headline and supporting explanation together. Same planned offer, lead magnet, and traffic source; sequential groups may still differ. Each is reviewed seven days after its traffic run ends—an example window, not a rule.

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
Unique bridge visitors continuing to the 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
Approved net commission at review	\$0	\$0
Traffic-only contribution at review	−\$100	−\$100

At both review points, the illustrative financial report shows \$0 pending commission, \$0 cash received, and no attributed sales. The simplified example records no other attributable cash campaign cost. Time and wider business overhead are excluded from the traffic-only contribution.

Observed: 13 of 52 bridge visitors continued in Run 2, compared with 9 of 54 in Run 1. This is not proof of cause or profitability. The completed decision on the next page shows why paid traffic pauses.

The Completed Run Log

AE-13X

This is an Illustrative Example. It follows Two Runs, One Question (AE-10D) and the example in Chapters 10, 12, and 13.

RECORD	RUN 1	RUN 2
Version	Original bridge copy	Headline + supporting-copy package
Measured bridge handoff	9 of 54 / 16.7%	13 of 52 / 25.0%
Approved net commission	\$0 at review	\$0 at review
Traffic-only contribution	-\$100	-\$100

What the record supports

More measured bridge visitors continued in Run 2. The small sequential groups do not establish the cause. The copy package, not an individual word, was the intended change.

The spending decision

The operator’s pre-agreed total test budget was \$200. Two \$100 runs used it. Paid traffic pauses. A review with no additional cash spend may fit the remaining time allowance, but Run 3 is not automatic.

Practice: what is still unknown in this example?

The lesson can justify a pause. Learning value does not erase the loss or authorize another purchase.

CHAPTER 11 • TRACE THE ACTUAL HANDOFF

The Bottleneck Finder

AE-11

Use your visitor journey from AE-05B. Reorder the rows, add an actual step, or mark an unused stage. Not applicable. A bridge is optional.

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

The first likely weak handoff I can identify:

What must I check before treating it as the cause?

What appears to work and should stay stable?

Unknown may call for tracking or a technical check, not another purchase. More opt-ins alone do not establish traffic quality or a profitable offer.

The Fix-One-Thing Test

AE-12

A hypothesis is an explanation to test, not a fact to defend. State whether the change is one element or a package within a stage.

Current likely bottleneck and supporting evidence:

I believe this is weak because...

The one meaningful change—and the version saved:

What I will keep stable—and what may vary outside my control:

METRIC / DEFINITION	BASELINE / WINDOW	REVIEW POINT

What result would inform my next decision? What would remain inconclusive?

Carry forward the limits from AE-08B. Changing an entire page tests a package; it does not identify which individual element mattered.

The Refine-and-Rerun Plan

AE-13A

A new run needs a question, a record, and limits. A repair or pause can also use the lesson without buying another test.

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

What changed? What will remain the same?

What will I measure, using which count definition?

RUN / OBSERVATION WINDOW	REVIEW DATE	MONEY / TIME LIMITS

What makes me pause, collect more information, or end the test early?

After the review: result, uncertainty, and next responsible decision:

Do not buy the next run because the first one feels unfinished. Check affordability, remaining time, and the usefulness of the next question.

CHAPTER 13 • KEEP A CAMPAIGN HISTORY

The Run-It-Again Log

AE-13B

Use one row per run. Link it to the version and both scorecard sheets; preserve the counts and observation window there.

RUN / DATES / SCORECARD	WHAT CHANGED / STAYED	METRIC & COUNTS	LESSON / NEXT MOVE
1			
2			
3			
4			
5			

What do I understand better now?

Which question remains unanswered?

Refine, Scale, Replace, or Pause. Repeating is useful only when the next question and your limits support it.

CHAPTER 15 • GROWTH IS ANOTHER TEST

The Ready-to-Scale Check

AE-15

Choose the exact thing to expand. One encouraging number is not permission to increase everything.

What I want to scale—and the repeated evidence behind it:

-
- ☐ I can explain what appears to work and what remains uncertain.
 - ☐ Approved net results after included costs support the growth decision.
 - ☐ Pending commissions and payout timing are considered separately.
 - ☐ I can afford the next cash exposure even if results worsen.
 - ☐ Tracking can show whether the increase helps or hurts.
 - ☐ The extra workload fits my available capacity.

The smallest increase I will test:

My guardrail: exact cost, result, workload, or cash condition that stops it:

Review date and decision: test the increase, refine, replace, or pause:

An intentionally loss-making research test needs its own affordable limit. Do not call it profitable growth. Understanding a losing campaign does not make it ready to scale.

CHAPTER 16 • BEGIN THE FOCUS PERIOD

My 30-Day Affiliate Edge Commitment

AE-16A

Use the decisions already made. This is a work agreement, not a guarantee of a financial result.

Start date: _____ **Day-30 review date:** _____

My primary system, offer, and exposure method:

OUTCOME TARGET	EXECUTION TARGET

Normal-week floor: _____ **hours** **Cash limit:** _____ **Time limit:** _____

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

First unfinished step or likely bottleneck—and first work block:

For 30 days, I will operate, measure, and refine one sound system. I will not replace it simply because I am bored, frustrated, or distracted. If I change direction or pause, I will record the reason. Safety, capacity, and limits outrank the calendar.

Signed: _____ **Date:** _____

CHAPTER 16 • WEEK 1

Stabilize the System

AE-16B1

Already live? Check the connections rather than rebuilding them. Use AE-08A and AE-08B for the launch standard and test limits.

Dates: _____ **Planned work:** _____ minutes

- ☐ Offer, promise, and relevant disclosures checked.
- ☐ Links, opt-in, resource delivery, follow-up, and opt-out tested.
- ☐ Tracking, report access, and count definitions confirmed.
- ☐ Primary traffic or exposure step selected.
- ☐ Money, time, observation window, and early-stop conditions written.

What is complete? What essential item is missing?

My One Win and protected work block:

What did I complete—and what information do I now have?

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

Run & Measure

AE-16B2

Use both scorecard sheets. This summary does not replace their definitions, reports, observation window, or cost record.

Dates: _____ **Campaign / version:** _____

Activity I will carry out—and money / time / early-stop limits:

MEASUREMENT	RESULT / COUNT DEFINITION / REPORT
Traffic / exposure	
New valid opt-ins	
Follow-up / offer movement	
Attributed sales / approved net commission	
Included campaign costs / cash received	

Where did people move forward? What is uncertain?

What stays stable—and what will the next review answer?

Finish the planned observation period unless a limit or safety/technical stop condition is reached. Unknown is useful; the week label is not a requirement to spend faster.

Refine One Thing

AE-16B3

Use Week 2’s result to choose one reasoned test. If the evidence is not ready, investigate the missing information instead.

Dates: _____ Related run / scorecard: _____

Likely bottleneck and evidence:

One change I will make—and why:

What stays the same? What could vary outside my control?

METRIC / BASELINE	REVISED VERSION	RUN / REVIEW WINDOW

What happened after the change?

What can I say—and what remains inconclusive?

The aim is a better-informed decision, not a forced turnaround in seven days. Your agreed limits still apply.

CHAPTER 16 • WEEK 4

Run Again & Review

AE-16B4

Review the revised version and the month's work. Use The Day-30 Decision (AE-16F) after this review.

Dates: _____ **Related run / scorecard:** _____

What did I run or review again? What was the result?

What improved? What stayed weak or uncertain?

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

What did I learn about capacity, costs, and cash timing?

What evidence and limits will I take into my decision?

Refine, Scale, Replace, or Pause. More observation within limits may be reasonable; it is not the same as scaling.

CHAPTERS 14 & 16 • DAYS 1-15

The 30-Day Consistency Tracker

AE-16C1

This is not a daily-work streak. Planned rest and necessary pauses belong in the record. Extra work on a good day does not become tomorrow’s minimum.

Status: Done / Planned rest / Paused / Missed. Resume a missed session without catch-up debt.

DAY / DATE	ONE 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—and what needs simplifying?

CHAPTERS 14 & 16 • DAYS 16–30

Keep the Rhythm Going

AE-16C2

This is not a daily-work streak. Planned rest and necessary pauses belong in the record. Extra work on a good day does not become tomorrow’s minimum.

Status: Done / Planned rest / Paused / Missed. Resume a missed session without catch-up debt.

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

What is helping me continue—and what needs simplifying?

CHAPTERS 6, 13 & 14 • REUSE EVERY WEEK

The Weekly Progress Review

AE-WEEK

Use one fresh copy each week. Review execution and business results separately so neither disappears.

Week of: _____ **Planned minutes:** _____ **Actual:** _____

What did I plan? What did I complete?

What result or useful information did the work produce?

What challenge repeated? What will I change about the work?

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

My One Win and first protected work block next week:

This review is not a punishment. Adjust the work, preserve the lesson, and keep the next step within your resources.

CHAPTER 14 • COMPLETED ILLUSTRATIVE EXAMPLE

A Five-Hour Operating Week

AE-14X

Adapt this allocation to your own system. It is not Jimmy’s exact weekly schedule or a requirement to work five hours.

Planned activity	Minutes
Review the scorecard and choose the next priority	45
Make one targeted improvement	90
Publish or distribute the planned content / traffic activity	75
Maintain useful follow-up and respond where needed	60
Check delivery, links, and essential administration	30
Total	300 / 5 hours

A build week may use more time on setup; an operating week may use more on follow-up or distribution. Keep the total visible. A busy week can use a smaller fallback; an emergency can pause the agreement.

How I would change this allocation for my real capacity:

What I will protect or pause during an emergency:

Do not borrow the difference from sleep, family, health, or essential work commitments. A smaller repeatable plan is the point.

The Day-30 Decision

AE-16F

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

DECISION	WHAT IT MEANS
REFINE	Keep the process; make a reasoned improvement within limits.
SCALE	Test more only with repeatable evidence, acceptable economics, affordable cash exposure, and capacity.
REPLACE	Change a component or approach because evidence supports it.
PAUSE	Stop or reduce activity when resources, safety, or information are insufficient. State what would justify resuming.

My decision—and the evidence supporting it:

What stays? What changes? What remains unknown?

Next action, money / time limits, and review date:

Insufficient evidence is not permission to scale. A bounded continuation or pause can be responsible. You may end an unsuitable campaign rather than resume it.

CHAPTERS 2, 11–13 & 16 • BEFORE A MAJOR SWITCH

The Stop Restarting Checklist

AE-STOP

The goal is a deliberate decision, not pressure to continue something unsuitable.

- ☐ I wrote the actual result that disappointed me.
- ☐ I separated evidence from the story I told myself.
- ☐ I checked whether the workload fits my real capacity.
- ☐ I traced the visitor route and named a likely weak handoff or missing information.
- ☐ I can explain the test, its limits, and what I learned.
- ☐ I know what appears to work and should be preserved.
- ☐ I used the Distraction-or-Assist Filter on the new opportunity.
- ☐ I checked costs, cash timing, capacity, and reasons to pause.

What is making a restart attractive right now?

My decision: continue, refine, change 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.

KEEP THIS PAGE VISIBLE

The Ten Affiliate Edge Rules

RULES

You do not need to remember every page. Keep the operating principles where you can see them.

- 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:

Safety and essential delivery come first. Rest or pause when needed. No rule here requires spending beyond your resources.

QUICK REFERENCE

The Terms Beside the Numbers

GLOSSARY

Use the same meanings in the book, workbook, and campaign record.

Baseline

The recorded starting result used for a later comparison.

Bottleneck

A stage that appears to limit the next useful action. It still needs investigation.

Bridge page

An optional page that explains the transition to an offer or next step.

Campaign contribution

Approved net commission minus the attributable campaign costs included in the calculation. It is not automatically total business profit.

Conversion rate

A defined action count divided by its stated eligible group, multiplied by 100. Name the action and the denominator.

Inconclusive

The available information does not justify a clear answer yet.

Net commission

Commission remaining after relevant reversals and fees. State whether it is pending, approved, or paid, and do not deduct the same cost twice.

Observation window

The period allowed for activity or results before a review or comparison.

Percentage point

The difference between two percentages. A move from 20% to 25% is five percentage points, not a 5% relative increase.

Valid opt-in

A new usable signup after the duplicate and invalid-entry checks you have specified. It does not mean a qualified buyer.

Zero / Unknown / Not applicable

Zero is a measured absence. Unknown means missing information. Not applicable means the measure does not fit this system.

REFERENCE AND COPYRIGHT

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NOTES

Companion to The Affiliate Edge by Jimmy Griffith. The worksheet map follows the 16-chapter edited manuscript.

The figures and calculations in the labeled examples are illustrative. Your records should use your own reports. The workbook is educational; it does not guarantee income, qualified traffic, profitable tests, or a result by Day 30.

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The book's source notes provide context for technical cautions used here: honest affiliate disclosures and commercial-email obligations (FTC); automated open/click activity (Mailchimp); and uncertainty in measured proportions (NIST). These are references, not promises that a worksheet certifies compliance or statistical validity.

1. Honest recommendations and material connections

Read the source

2. Commercial email

Read the source

3. Automated email activity

Read the source

4. Sampling uncertainty

Read the source

Sources checked September 14, 2026. Provider behavior and requirements can change; consult current official guidance for operational decisions. No platform purchase or video lesson is required to use these worksheets.