

Start Here

Business Vision Academy · affiliate program
Document 00

Complete affiliate kit for Business Vision Academy: three products, six purchasable configurations, 36 landing pages, 50 banners, 70 pieces of ad copy across seven channels, five buyer personas and a 30-day launch plan.

Everything is in English and written for the US market.

Read these two first

01_Strategy/1.1_Offer_and_Commissions — the commission maths, and the three numbers the vendor must supply before any of it can be modelled.

06_Compliance/6.1_Compliance — what will get an account banned or commission withheld. The landing pages and ad copy are already written against these rules; this document exists so that anything you write yourself is too.

Contents

BVA_Affiliate_Kit_EN/	
— 00_START_HERE	
— 01_Strategy/	
— 1.1_Offer_and_Commissions	Commission matrix, open items
— 1.2_Personas_and_Targeting	5 personas + exact campaign parameters
— 1.4_Keywords_and_Bidding	Cheapest keyword clusters, bidding, break-even
— 02_Landing_Pages/	36 self-contained HTML files
— ai-made-simple/	12 pages (6 variants × 2 payment options)
— ai-for-professionals/	12 pages
— ai-mastery-accelerator/	12 pages
— 2.1_Landing_Page_Guide	Routing, deployment, testing plan
— 03_Ad_Copy/	70 ads, all channels
— 3.1_Facebook_Instagram_Ads	10 ads
— 3.2_Google_Search_Ads	10 ad sets
— 3.3_YouTube_Ads	10 scripts
— 3.4_TikTok_Reels_Shots	10 scripts
— 3.5_Native_and_Display	10 native headlines + display text
— 3.6_Email_Swipes	10 emails (7-part sequence + 3 standalone)
— 3.7_Reddit_Quora_Pinterest_LinkedIn	10 ads across 5 platforms
— 04_Banners/	50 files, SVG + PNG
— 4.1_Banner_Specification	
— gen_banners_en.py	regenerate the set with new copy
— svg/	
— png/	
— 05_Campaign_Setup/	
— 5.1_Campaign_Setup	30-day plan, budgets, scaling and kill rules
— 06_Compliance/	
— 6.1_Compliance	Prohibitions, disclosures, platform rules

The fastest path to a first sale

Step	Action	Document
1	Get the three vendor numbers: refund rate, subscription completion rate, attribution window	1.1 \$G
2	Deploy three landing pages to your own domain	2.1
3	Install pixels and the ClickBank postback	5.1
4	Launch Google Search on keyword cluster K1 only, \$25/day	1.4, 3.2
5	Add TikTok broad, \$30/day, in week two	3.4, 5.1
6	Add Meta in week three, once you know your EPC	3.1, 5.1

Week one commitment: \$175. Enough to learn whether the offer converts. Small enough that finding out it doesn't is survivable.

Which product to start with

Start with **one-time (instant access)** if you are buying traffic with limited capital. Commission arrives the same day, so spend recycles in 24 hours instead of over ten months.

Start with the **\$28 subscription** if you have an email list, a channel, or organic reach. The lower entry price converts colder traffic, and one buyer pays for ten months.

The full argument, with numbers, is in 1.1 \$F.

Two things block publication

1. Course titles on the landing pages are indicative. Search every HTML file for `{{VENDOR:}}` and replace before publishing. Promising content that isn't in the product produces refunds and complaints.

2. Testimonials are absent by design. No named customer story or income figure appears anywhere in this kit, because FTC rules since 2023 require the typical result to be disclosed alongside any exceptional one, plus written consent and documentary evidence. If that documentation exists, testimonials can be added back — see 6.1 \$D for the requirements.

Design system

Role	Hex
Background (banners, dark UI)	#0A0908
Landing page background	#FDFBF6
Gold, primary	#C8A249
Gold, on light backgrounds	#A9832F
Body text	#1C1913
Secondary text	#65604F

Landing pages use system font stacks for speed — no web font request, which keeps mobile load time under the threshold where Meta and Google start penalising the page.

Offer Structure and Commissions

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Document 1.1

Three sellable products, each in two payment structures. Six purchasable configurations.

A. The catalogue

	ONE-TIME (instant access)	SUBSCRIPTION (10 payments)
AI MADE SIMPLE 10 courses	\$134 + upsell/downsell	10 × \$28 (\$280) + upsell/downsell
AI FOR PROFESSIONALS 11 courses	\$152 (or \$97 as downsell)	10 × \$39 (\$390)
AI MASTERY ACCELERATOR 21 courses	\$260 no upsell	10 × \$47 (\$470) no upsell

AI for Professionals appears twice: as a standalone product, and as the upsell / downsell inside the AI Made Simple funnel.

B. Commission — one-time path

Step	Product	Customer pays	Commission	Rate
Front	AI Made Simple	\$134	\$100.50	75%
Upsell	AI for Professionals	\$152	\$114.00	75%
Downsell	AI for Professionals	\$97	\$72.75	75%

Scenario	Customer pays	Affiliate earns
Front only	\$134	\$100.50
Front + upsell accepted	\$286	\$214.50
Front + upsell declined, downsell accepted	\$231	\$173.25

Standalone product	Customer pays	Commission at 75%
AI Mastery Accelerator	\$260	\$195.00

C. Commission — subscription path

Commission is paid per cleared monthly payment, up to ten.

Step	Product	Customer pays	Per month	Full term
Front	AI Made Simple	10 × \$28	\$21.00	\$210.00
Upsell	AI for Professionals	10 × \$39	\$29.25	\$292.50
Downsell	AI for Professionals	10 × \$28	\$21.00	\$210.00
Standalone	AI Mastery Accelerator	10 × \$47	\$35.25	\$352.50

Scenario	Customer pays	Affiliate earns over full term
Front only	\$280	\$210.00
Front + upsell accepted	\$670	\$502.50
Front + upsell declined, downsell accepted	\$560	\$420.00

D. Maximum per customer

Path	Maximum	Timing
Subscription: AI Made Simple + upsell	\$502.50	Over 10 months
Subscription: AI Made Simple + downsell	\$420.00	Over 10 months
Subscription: AI Mastery Accelerator	\$352.50	Over 10 months
One-time: AI Made Simple + upsell	\$214.50	Same day
One-time: AI Mastery Accelerator	\$195.00	Same day

Headline figure for affiliate recruitment: Up to \$502.50 from a single customer

Every figure above is calculated at 75% from the listed prices. If the vendor's actual schedule differs on any product, correct the number here first — every other document in this kit derives from this page.

E. What the maximum figures do and do not mean

A maximum commission is what is payable when every step is accepted and every scheduled payment clears. It is not a forecast, and it should never be presented to affiliates as one.

Three variables sit between the maximum and the reality:

Variable	Effect	Status
Refund rate	Reverses commission already paid	Unknown — vendor must supply
Subscription completion rate	A customer cancelling at month four pays 40% of the projected commission	Unknown — vendor must supply
Upsell take rate	Determines whether the \$214.50 or the \$100.50 figure is typical	Unknown — vendor must supply

Publishing \$502.50 as an expected outcome without these three numbers is the kind of claim that generates affiliate complaints and ClickBank account reviews. Publish it as a ceiling, label it as one, and attach the earnings disclaimer from document 6.1.

F. Strategic implications

- 1. The subscription is worth 2.3× the one-time on the same funnel** — \$502.50 against \$214.50 — but only if customers complete the term. That "if" is the largest unknown in the entire commercial model.
 - 2. The one-time pays today.** For an affiliate buying media with limited capital, cash flow beats lifetime value. Spend recycles in 24 hours rather than over ten months. This is the correct starting point for paid traffic.
 - 3. \$28 is the acquisition weapon.** You are not selling a \$280 course. You are selling a \$28 first step. That single framing changes every ad in this kit, and it is why the subscription converts colder traffic than the one-time.
 - 4. AI Mastery at \$260 is the highest-payout single transaction with the simplest funnel** — no upsell to manage, one decision for the customer. It suits high-intent search traffic and does not suit cold TikTok traffic.
 - 5. AI for Professionals has the weakest standalone positioning** because it is primarily designed as an upsell. Where it works standalone is LinkedIn and manager-targeted search, where the audience has budget and low price sensitivity.
-

G. Open items — required before launch

Item	Why it blocks
Refund rate per product	Media buyers ask in the first message
Subscription completion rate	Every lifetime figure depends on it
Whether commission continues after cancellation	Changes the value of the subscription path
Cookie / attribution window	ClickBank default is 60 days — confirm
Sales page conversion rate	Needed to model spend
Average order value including upsell	Needed to model spend
Written consents for any testimonial used	Legal exposure — see 6.1 section D
Final course titles for all three products	Landing pages carry indicative titles until supplied

Buyer Personas and Campaign Targeting

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Document 1.2

Five buyer personas, each mapped to a product, a payment option, an angle, a landing page variant and a set of campaign parameters you can copy directly into ad manager.

How to use this: pick one persona. Run one angle. Use one landing page. Read the numbers after 100+ clicks. Only then add a second. Running three personas at once at a small budget produces three unreadable results.

Persona ranking by speed to first sale

Rank	Persona	Product	Why it moves fastest
1	P1 Stalled Starter	AI Made Simple, \$28/mo	Lowest price point in the catalogue. Cheapest clicks, broadest audience, easiest yes.
2	P3 Career Switcher	AI Mastery, \$260 one-time	High intent, searches actively, buys same-session. Highest payout per sale.
3	P2 Overloaded Manager	AI for Professionals, \$39/mo	Expenses it. Low price sensitivity. Harder to reach cheaply.
4	P4 Solo Operator	AI Mastery, \$260	Buys on ROI logic. Small audience, but converts well.
5	P5 Worried Employee	AI Made Simple, \$28/mo	Largest audience, but the angle needs careful policy handling.

P1 — The Stalled Starter

The one-line version: knows AI matters, has watched dozens of videos, has changed nothing.

Age	28-55
Role	Any office role. Admin, coordinator, analyst, marketing, ops, customer service
Income	\$45k-\$90k
What they believe	"I should be using this by now"
What they actually do	Opens the tool, types one vague question, closes the tab
The real blocker	Too many options, no starting point, no order
What they will not admit	That they don't know what to ask it
Buying trigger	A structure with an end date. "Ten courses, one a month."
Product	AI Made Simple — subscription, \$28 × 10
Angle	Overwhelm / structure (Angle A3)
Landing page	<code>ai-made-simple_sub_v4-quiz</code> or <code>v3-listicle</code>
Why \$28 works	It's a lunch, not a purchase decision. Removes the need to be sure.

Meta (Facebook / Instagram) parameters

Objective	Sales (Purchase)
Optimisation	Purchase, 7-day click / 1-day view
Budget	\$40/day per ad set, CBO off while testing
Countries	United States (only, while testing)
Age	28-55
Gender	All
Placements	Advantage+ (automatic) — do not hand-pick during learning
Detailed targeting	Advantage+ audience expansion ON
Interests	ChatGPT, OpenAI, Artificial intelligence, Technology news, Productivity, Online education, Coursera, Udemy
Exclusions	Software development, Computer programming, Data science, Machine learning, Make money online, Passive income, Cryptocurrency, Forex
Exclude custom	Purchasers (30 days)
Creatives	3 per ad set: 1080x1080, 1080x1920, 1080x1350
Ad copy	FB-1, FB-2, FB-3 (see 3.1)

TikTok parameters

Objective	Website conversions (Complete Payment)
Budget	\$30/day per ad group
Countries	US
Age	25-54
Targeting	Broad. Do not narrow. TikTok's algorithm outperforms manual interests.
Placement	TikTok feed only (disable Pangle and news apps)
Creatives	Native-style vertical video, burned-in captions, 15-30s
Scripts	TT-1, TT-2, TT-4 (see 3.4)
Landing page	v4-quiz or v3-listicle

Google Search parameters

Campaign type	Search only, no Display Network partners
Bidding	Manual CPC while learning, then Maximize conversions
Budget	\$25/day
Location	United States, "People in your targeted locations" (not "interested in")
Ad schedule	All day at first; restrict after 2 weeks of hour-of-day data
Keywords	See 1.4, cluster K1 (cheapest)
Negatives	Apply the full negative list in 1.4

P2 — The Overloaded Manager

The one-line version: works 55 hours and is still behind.

Age	30-50
Role	Team lead, manager, director. 3-20 direct reports
Income	\$85k-\$180k
What they believe	"There isn't time to learn something new right now"
The real blocker	Every hour spent learning is an hour not spent catching up
Buying trigger	A specific recurring task they hate, named out loud
Product	AI for Professionals — \$39 × 10, or \$152 one-time
Angle	Time recovered (Angle A2)
Landing page	<code>ai-for-professionals_sub_v1-direct</code> or <code>inst_v6-express</code>
Note	Price sensitivity is low. Many will expense it. Lead with the task, not the price.

LinkedIn parameters

Most expensive channel here, but the only one that targets job title reliably.

Objective	Website conversions
Bid	Manual CPC, start 20% below suggested
Budget	\$50/day (LinkedIn minimums are high; do not test below this)
Location	United States
Job seniority	Manager, Senior, Director
Job function	Operations, Marketing, Finance, Human Resources, Project Management, Business Development
Company size	51-200, 201-500, 501-1000, 1001-5000
Exclusions	Job function: Engineering, Information Technology
Audience expansion	OFF
Format	Single image ad, 1200x627
Landing page	<code>ai-for-professionals_inst_v6-express</code>

Meta parameters

Age	30-50
Interests	Asana, Notion, Slack, Trello, Monday.com, Microsoft Teams, Harvard Business Review, Management, Leadership
Behaviours	Small business owners, Business travellers
Exclusions	Software development, Computer programming
Creative angle	"The report that takes four hours takes six minutes"

Google Search

Keyword cluster K3 in 1.4. Higher CPC, higher conversion. Run separately from P1 so the budgets don't compete.

P3 — The Career Switcher

The one-line version: applying for jobs and keeps seeing "AI proficiency" in the listing.

Age	26-45
Role	Between roles, or actively looking. Often already changed careers once
Income	\$40k-\$95k
What they believe	"My resume is falling behind"
Buying trigger	A rejected application. A listing they nearly qualified for.
Product	AI Mastery Accelerator — \$260 one-time (21 courses reads as a program, not a course)
Angle	Employability (Angle A6)
Landing page	<code>ai-mastery-accelerator_inst_v5-review</code> or <code>inst_v1-direct</code>
Why one-time	This buyer wants it finished and on the resume, not dripped over ten months

Critical compliance note: this persona is the easiest one to get in trouble with. Never promise a job, an interview, a salary increase, or a certification that does not exist. Frame it as capability, never as outcome. See document 6.1.

Google Search parameters

This is the best channel for P3 by a wide margin. Intent is explicit and searchable.

Campaign type	Search only
Bidding	Manual CPC -> Maximize conversions after 15 conversions
Budget	\$40/day
Location	United States
Keywords	Cluster K2 in 1.4
Ad extensions	Sitelinks (curriculum / pricing / who it's for / FAQ), Callouts (No coding required, 21 courses, Permanent access)
Landing page	<code>ai-mastery-accelerator_inst_v5-review</code>

YouTube parameters

Campaign	Video, Website traffic -> Conversions
Format	Skippable in-stream, 30-60s
Budget	\$35/day
Custom segment	People who searched: ai course, learn ai without coding, ai skills for resume, ai certification beginners
Placements	Channels about career advice, job hunting, AI tools
Exclusions	Kids content, gaming, programming tutorials
Script	YT-3, YT-5 (see 3.3)

P4 — The Solo Operator

The one-line version: one-person business, the constraint is hours.

Age	27-52
Role	Freelancer, consultant, agency of 1-3, e-commerce owner
Income	Highly variable, \$50k-\$200k
What they believe	"My competitors are getting faster and I can't hire"
Buying trigger	A lost client. Price pressure. A month where admin ate the week.
Product	AI Mastery Accelerator — \$260 one-time
Angle	Throughput and margin (Angle A7)
Landing page	<code>ai-mastery-accelerator_inst_v1-direct</code>
Note	Thinks in ROI. "\$260 against one recovered day a month" is the frame.

Meta parameters

Age	27-52
Interests	Shopify, Etsy sellers, Upwork, Fiverr, Canva, Small business, Entrepreneurship, QuickBooks
Behaviours	Small business owners, Facebook page admins
Exclusions	Make money online, Passive income, Dropshipping, Cryptocurrency

Reddit parameters

Objective	Conversions
Budget	\$25/day
Subreddits	r/smallbusiness, r/freelance, r/Entrepreneur, r/consulting, r/marketing, r/Etsy, r/ecommerce
Exclusions	r/programming, r/learnprogramming, r/MachineLearning, r/antiwork, r/beermoney
Format	Conversation-style ad, no marketing language
Landing page	v3-listicle (Reddit responds to lists, not sales pages)

P5 — The Worried Employee

The one-line version: their company is rolling out AI and they don't know where that leaves them.

Age	35-58
Role	Accounting, HR, admin, customer support, operations. 8-25 years' experience
Income	\$50k-\$110k
What they believe	"Someone in a role like mine is going to be let go"
Buying trigger	A reorganisation. Layoffs in the sector. A younger colleague promoted.
Product	AI Made Simple — \$28 × 10
Angle	Employability through capability (Angle A1)
Landing page	<code>ai-made-simple_sub_v2-story</code>

Critical policy note: this is the highest-performing angle and the easiest one to get an account banned over. Meta rejects ads that assert a negative characteristic about the viewer — "Are you falling behind?" is a rejection. The angle must be framed as opportunity, in the third person, never as a threat aimed at the reader.

Safe framing: "The people getting promoted this year learned one thing first." **Unsafe framing:** "Your job is at risk. Are you falling behind?"

Meta parameters

Age	35-58
Interests	LinkedIn, Indeed, Microsoft Office, Microsoft Excel, Professional development, Continuing education, Human resources, Accounting
Exclusions	Software development, Computer programming, Data science
Copy	FB-5 and FB-6 only (pre-checked against the policy above)
Creative	simple-jobsec_1080x1080 / _1080x1920

Master targeting matrix

Persona	Product	Payment	Best channel	Landing page	Ad copy
P1 Stalled Starter	AI Made Simple	\$28 × 10	TikTok, Meta	sub_v4-quiz	FB-1..3, TT-1..4
P2 Overloaded Manager	AI for Professionals	\$39 × 10 / \$152	LinkedIn, Google	inst_v6-express	FB-7, GS-4, EM-3
P3 Career Switcher	AI Mastery	\$260	Google Search, YouTube	inst_v5-review	GS-6..8, YT-3
P4 Solo Operator	AI Mastery	\$260	Meta, Reddit	inst_v1-direct	FB-9, RD-2
P5 Worried Employee	AI Made Simple	\$28 × 10	Meta, Native	sub_v2-story	FB-5, FB-6, NT-2

Universal exclusions

Apply on every campaign, every channel. These save budget rather than adding reach.

Audience exclusions - Developers, data scientists, ML engineers, computer science students — the product is explicitly "no coding required" and this group will not buy - "Make money online", "passive income", "crypto", "forex", "dropshipping" interest clusters — high refund rate, low intent, poor quality traffic - Under 25 on the \$134 / \$152 / \$260 price points (fine on \$28) - Existing purchasers, 30-day window

Geographic - Start United States only. Add CA, UK, AU, NZ once the US campaign is profitable. - Never open to worldwide on a paid campaign. The click price drops and so does the conversion rate, which looks like a win in the click report and a loss in the payout.

Placement - Exclude mobile app inventory on Google Display (games in particular) - Exclude Pangle and news feed on TikTok - Exclude Audience Network on Meta only after 200+ clicks, not before

Keywords, Cheap Clusters and Bidding

Business Vision Academy · affiliate program

Document 1.4

Read this before you use the numbers below. Every CPC figure in this document is an estimated band based on how these query types normally price in the US education and software-training categories. It is not live auction data. Auction prices change weekly and vary by account history, quality score, ad schedule and geography. Before you spend anything, put these exact terms into Google Keyword Planner with location set to United States and replace the bands with your own numbers. Treat the bands here as a ranking of relative cost, not as a price list.

The principle: buy the question, not the category

Category terms like **ai course** are expensive because every training company in the world bids on them. Question terms like **how do i use ai to write a report** are cheap because they are longer, less obviously commercial, and most advertisers ignore them.

The trade-off is volume. Question terms produce a fraction of the impressions. That's the right trade at the start, because you are trying to find out whether the offer converts at all, and you can find that out on cheap clicks just as well as expensive ones.

Order of operations:

1. Start with cluster K1 only. Exact and phrase match. Small budget.
 2. Once you have 15+ conversions, look at the search terms report and promote anything that converted into its own exact-match ad group.
 3. Only then consider cluster K4, which is where the volume and the price both live.
-

Cluster K1 — Cheapest. Long-tail questions.

Start here. Lowest cost per click, lowest competition, surprisingly high intent because the person is describing an actual task.

Products: AI Made Simple (\$28 subscription) · AI for Professionals

Keyword	Match	Est. CPC band	Volume	Note
how to use ai at work without coding	Phrase	\$0.35–0.90	Low	Best single starting term
how do i use ai to write a report	Phrase	\$0.30–0.85	Low	Task-specific, very cheap
how to use chatgpt for work emails	Phrase	\$0.40–1.10	Low-Med	
ai for people who are not technical	Phrase	\$0.30–0.80	Low	Matches the product exactly
how to summarize long documents with ai	Phrase	\$0.35–0.95	Low	
how to clean up a spreadsheet with ai	Phrase	\$0.30–0.90	Low	
ai course that is not for programmers	Phrase	\$0.35–1.00	Low	
step by step ai course for beginners	Phrase	\$0.55–1.40	Med	
how to start using ai at work	Phrase	\$0.45–1.20	Med	
what should i learn about ai first	Phrase	\$0.30–0.85	Low	
ai training for office workers	Phrase	\$0.50–1.30	Low-Med	
best way to learn ai without a technical background	Phrase	\$0.40–1.10	Low	

Why this cluster is cheap: four or more words, phrased as a question, no obvious commercial modifier. Most competitors bid on two-word category terms and never build these.

Cluster K2 — Career and resume intent

Higher cost, much higher conversion rate. This is where the \$260 product sells.

Product: AI Mastery Accelerator (\$260 one-time)

Keyword	Match	Est. CPC band	Volume	Note
ai skills for resume	Phrase	\$1.10–2.80	Med	Best converter in this cluster
ai course for career change	Phrase	\$1.30–3.20	Med	
how to add ai skills to my resume	Phrase	\$0.70–1.90	Low	Cheaper long-tail version
ai certification for beginners	Phrase	\$1.50–3.80	Med-High	Caution: see note below
learn ai without coding background	Phrase	\$0.80–2.00	Med	
complete ai course beginner to advanced	Phrase	\$1.00–2.60	Med	Matches the 21-course structure
ai proficiency job requirement	Phrase	\$0.60–1.60	Low	
what ai skills do employers want	Phrase	\$0.55–1.50	Low	

Caution on "certification": do not bid on certification terms unless the product actually issues something, and do not write ad copy that implies accreditation. Bidding on the query is legally different from claiming to satisfy it, but the safest path is to exclude it until `{{VENDOR: confirm what is issued on completion}}` is answered. If nothing is issued, add `certification`, `certificate`, `accredited` and `diploma` to negatives instead.

Cluster K3 — Professional and manager intent

Product: AI for Professionals (\$39 subscription / \$152 one-time)

Keyword	Match	Est. CPC band	Volume	Note
ai tools for managers	Phrase	\$1.40–3.50	Med	
ai training for teams	Phrase	\$1.80–4.50	Med	Expensive; B2B advertisers bid here
how to automate reports with ai	Phrase	\$0.90–2.40	Low-Med	Cheapest useful term in cluster
ai for business professionals course	Phrase	\$1.20–3.00	Med	
save time at work with ai	Phrase	\$0.60–1.70	Low-Med	
ai for project managers	Phrase	\$1.10–2.90	Low-Med	
ai meeting notes and follow ups	Phrase	\$0.80–2.20	Low	Task-specific, cheaper

Cluster K4 — High volume, high cost. Add last.

Do not start here. These are where the budget disappears fastest and where you compete directly with well-funded training companies.

Keyword	Match	Est. CPC band	Volume
ai course	Broad	\$2.50–7.00	Very high
ai course online	Phrase	\$2.20–6.00	High
chatgpt course	Phrase	\$1.80–5.00	High
best ai course for beginners	Phrase	\$2.00–5.50	High
learn ai	Broad	\$2.80–8.00	Very high
artificial intelligence course	Phrase	\$2.50–7.50	Very high

Only add these when: cluster K1 or K2 has produced at least 20 conversions, you know your actual EPC, and your EPC comfortably exceeds the CPC band above with margin for refunds.

Negative keyword list

Apply to every search campaign on day one. This list will save more money than any bid adjustment.

```
free
free course
free download
crack
cracked
torrent
pirate
coupon
discount code
promo code
reddit
review reddit
scam
is it a scam
python
javascript
tensorflow
pytorch
neural network
machine learning engineer
data science
data scientist
deep learning
llm training
fine tuning
github
api
sdk
developer
programming
software engineer
bootcamp
degree
university
masters
phd
salary
jobs
hiring
job openings
kids
for children
```

Add to negatives as you go: anything from the search terms report that gets clicks and no conversions after 40+ clicks. Review the search terms report twice a week for the first month, then weekly.

Brand negatives: add **business vision academy** and its variants and misspellings as negatives. Brand bidding is prohibited under the affiliate agreement and will result in commission being withheld.

Bidding strategy by stage

Stage	Conversions so far	Strategy	Why
1. Discovery	0–5	Manual CPC, bid 60–70% of the suggested first-page bid	You are buying information, not volume. Cheap clicks are fine.
2. Signal	5–15	Manual CPC, raise bids only on converting terms	Move budget toward what already worked
3. Automation	15+	Maximize conversions	Smart bidding needs roughly 15–30 conversions in 30 days to work
4. Efficiency	30+	Target CPA, set at 70% of your actual EPC	Leaves margin for refunds

Do not use Maximize conversions from day one. With zero conversion history it spends the budget quickly and learns nothing you can act on.

The one calculation that decides everything

$$\text{Break-even CPC} = \text{Commission per sale} \times \text{Click-to-sale rate} \times (1 - \text{refund rate})$$

Worked example, AI Made Simple subscription, using conservative assumptions:

Input	Value	Where it comes from
Commission if the customer completes all 10 payments	\$210.00	$10 \times \$21$
Commission realistically banked (assume 60% complete the term)	~\$126.00	Your own estimate; verify with the vendor
Click-to-sale rate	1.5%	Assumption; measure yours
Refund rate	15%	Unknown — must be confirmed with the vendor

$$\text{Break-even CPC} = \$126.00 \times 0.015 \times 0.85 = \$1.61$$

At that break-even, cluster K1 (est. \$0.30–\$1.20) is comfortably viable and cluster K4 (est. \$2.50–\$7.00) is not. That single comparison is the entire argument for starting with long-tail questions.

Three numbers you cannot calculate without the vendor. Ask for them before you spend:

1. Actual refund rate per product
2. Percentage of subscription customers who complete all ten payments
3. Whether commission continues if the customer cancels at month four

Without number two in particular, every subscription ROI calculation on this page is a guess. The one-time products do not have this problem, which is one more reason to test with instant access first if your budget is small.

Cheapest-first launch plan

Week	Spend	Channel	Cluster / audience	Goal
1	\$25/day	Google Search	K1, exact + phrase	First conversion. Find which query type converts.
2	\$25/day	Google Search	K1 winners promoted to their own ad group	Repeatable conversions
2	+\$30/day	TikTok	Broad, P1 persona	Cheapest impressions in the mix
3	+\$40/day	Meta	P1 interests, Advantage+	Volume at a known cost
4	+\$40/day	Google Search	K2, for the \$260 product	Highest payout per sale
5+	Scale winners	—	Add K3, LinkedIn, YouTube	Only after EPC is known

Total first-week commitment: \$175. That is enough to learn whether the offer converts, and small enough that finding out it doesn't is survivable.

Bridge Pages: Guide

Business Vision Academy · affiliate program

Document 2.1

18 pages. Six variants for each of three audiences. Every page is a single self-contained HTML file: image, hook, button. Nothing else.

A. What these pages deliberately do not contain

Not on the page	Why
Prices	The price is on the sales page. A bridge page that argues about money before the visitor is interested loses them at the number.
Course counts, module lists, curriculum	Product detail belongs where the product is sold.
The product name	The page sells the problem, the sales page sells the solution.
Testimonials	None exist with documented consent yet. See 8.2.
Countdowns, guarantees, income claims	Policy and legal exposure, no conversion benefit.

One consequence of removing prices: the full payment-structure disclosure that was required on the previous pages no longer applies, because the page makes no price claim. The affiliate disclosure is still mandatory and is still at the top of every page.

B. Structure of every page

Eyebrow	who this is for
Headline	the hook
One-line lede	the promise of the page, not the product
— IMAGE —	full width
Disclosure line	one small line, directly above the button
— BUTTON —	primary CTA, above the fold on mobile
Micro-line under the button	sets expectation for the next page
Body	4-6 short paragraphs, one pull quote
CTA box	repeat of the button
Sticky button	mobile only, always on screen
Footer	copyright, platform disclaimers, results line

On a 390 × 844 phone the image and the button are both visible without scrolling. On desktop the same order applies in a single 640px column, which is the readable measure for body text.

C. The six variants

File	Hook	Image	Best for
v1-freeze	You open it, you stare at it, you close the tab	Empty prompt box	Cold Meta, TikTok
v2-tabs	How many tutorials have you saved and never finished?	40 browser tabs	Cold Meta, native
v3-tasks	Seven things that stopped taking all afternoon	Before / after documents	Reddit, Quora, native, Pinterest
v4-hours	The hours come back in a specific order	A working week, hours highlighted	Meta, LinkedIn
v5-mistake	I got this wrong for two years	Desk late in the evening	Native, Taboola, Outbrain
v6-order	Nobody learns to drive from a playlist	Six numbered steps	Meta, YouTube, retargeting

D. The three audiences

The pages differ by **who they speak to**, not by what they sell. Body copy, examples and the eyebrow line change; the structure does not.

Folder	Audience	Sends to
ai-made-simple/	Office and admin roles, no technical background	AI Made Simple
ai-for-professionals/	Managers and senior individual contributors	AI for Professionals
ai-mastery-accelerator/	Career changers, freelancers, small business owners	AI Mastery Accelerator

v3-tasks has a different task list in each folder, because a manager's seven annoying tasks are not an admin's seven annoying tasks.

E. The images

Each page ships with an SVG illustration built into the file. They load instantly, weigh almost nothing, scale to any screen and cannot break.

To use your own photo instead, find this block near the top of the file:

```
<!-- REPLACE THIS BLOCK with your own photo if you have one:
  <div class="shot"></div> -->
<div class="shot"> ... svg ... </div>
```

Delete the whole `<div class="shot"> ... </div>` and put this in its place:

```
<div class="shot"></div>
```

Upload `hero.jpg` next to the HTML file. Use roughly a 16:9 image, at least 1200px wide, saved under about 200 KB.

Where to get photos you are allowed to use

Source	Licence	Cost
Unsplash	Free for commercial use, no attribution required	\$0
Pexels	Free for commercial use	\$0
Openverse	Mixed — check each licence	\$0
iStock / Adobe Stock	Standard commercial licence	\$10–40 per image

What works: a real desk, a laptop with a document on screen, hands on a keyboard, an ordinary office. Slightly imperfect and unposed beats polished.

What hurts: smiling models in a glass-walled office, glowing brains, humanoid robots, circuit-board patterns, anything with "AI" written in a futuristic font. Every buyer in this demographic has learned to discount that imagery, and it signals advertisement.

Never use a photo of an identifiable person in a way that suggests they are a customer. That turns an image into a testimonial and pulls in the substantiation requirements in 6.1.

F. Linking

Each page rewrites its own buttons from the URL it was opened with.

```
https://yoursite.com/tabs?aff=YOURCBID&tid=fb-beginner-tabs-v1
```

All three buttons on the page then point at the hoplink with your nickname and your campaign tag. One page, unlimited campaigns.

Set `PID` in the script at the bottom of each file once the vendor supplies the real ClickBank product IDs. The values in the files are placeholders.

Full deployment instructions, hosting and editing: document 7.1.

G. Which page for which traffic

Traffic	Page	Why
Facebook / Instagram, cold	v1-freeze , v2-tabs	Strong hook, no commitment asked
TikTok	v1-freeze , v6-order	Short, one idea, matches the platform rhythm
Native (Taboola, Outbrain)	v5-mistake , v3-tasks	Editorial format, coldest traffic
Reddit, Quora	v3-tasks	Lists survive scrutiny; sales pages do not
Pinterest	v3-tasks	Scannable, visual
YouTube ads	v6-order , v4-hours	Viewer has already had the pre-sell in the video
LinkedIn	v4-hours (manager folder)	Time is the professional currency
Retargeting	v6-order	Argument-led, for people who already know the offer
Google Search, high intent	Link straight to the sales page	A bridge costs conversions on intent traffic

Google Search is the exception. Someone typing a buying query wants the offer, not an essay. Send them to the vendor page directly.

H. Testing

Three pages, not eighteen.

Round	Test	Fixed	Data needed
1	v1-freeze vs v2-tabs vs v3-tasks	Audience, traffic source, ad creative	100 clicks each
2	Winner: SVG illustration vs a real photo	Everything else	100 clicks each
3	Winner: headline A vs B	Everything else	100 clicks each
4	Winner vs a different audience folder	Traffic source	150 clicks each

Below 100 clicks per page the difference is noise.

I. One risk worth naming

A short page with no product information and a prominent outbound button is, structurally, what ad platforms call a thin bridge page. Meta and Google both penalise those.

What keeps these pages on the right side of that line is that they are genuinely worth reading on their own: a real argument, a real list, a real account. A visitor who never clicks the button still got something.

Do not strip them further. If you cut the body copy down to a hook and a button, the page becomes a redirect with decoration, and it will eventually be flagged. The body is not padding — it is what makes the page legitimate.

Equally, the button text must be honest about what happens next. "Show me how this works" leads to a page explaining how it works. That is true. "Get free access" would not be.

J. The footer

Short, centred, three lines. Placeholders to replace before publishing:

Placeholder	Replace with
{{YEAR}}	the current year
{{BRAND_NAME}}	your site or business name, not the vendor's
{{PRIVACY_URL}}	your privacy policy page
{{TERMS_URL}}	your terms page

The platform disclaimer covers Google, YouTube, Meta, Facebook, Instagram and TikTok. Delete the lines for platforms you never advertise on; keep the rest.

The affiliate disclosure is not in the footer. It is a single small line placed directly above each button:

```
Advertising disclosure: we earn a commission if you buy through this page.
```

FTC guidance requires the disclosure to be clear, conspicuous and adjacent to the endorsement it qualifies. Sitting immediately above the button is the strongest placement available — better than a banner at the top of the page, which a visitor scrolls past before reaching anything to click.

It appears twice, above each of the two buttons. Do not delete either instance, and do not move it into the footer: footer-only disclosure has been an FTC enforcement target for years and is the specific pattern regulators look for.

Facebook and Instagram: 10 Ads

Business Vision Academy · affiliate program

Document 3.1

Every ad below has been written against Meta's advertising policies. The specific rule that catches most affiliate education ads is **personal attributes**: you may not assert or imply that you know something about the viewer. "Are you falling behind?" is a rejection. "The people getting promoted learned one thing first" is not.

Meta rejects raw affiliate links. All traffic goes through a landing page from folder 02.

Format for each: Primary text → Headline (40 char limit) → Description (30 char limit) → CTA button.

FB-1 — Structure angle · AI Made Simple \$28 · Persona P1

Landing: `ai-made-simple_sub_v4-quiz` · tid: `fb-simple28-structure-v1`

PRIMARY TEXT

Ten courses. One a month. That's the whole plan.

Not a playlist you'll never finish. Not a 40-hour bootcamp you'll open once.
One course a month for ten months, in order, each one assuming the last.

Built for people who don't work in tech. No coding at any point.

\$28 a month for ten months. \$280 total, then the access is permanent.

HEADLINE

Ten AI courses, one a month

DESCRIPTION

\$28/mo for 10 months

CTA

Learn more

FB-2 — Overwhelm angle · AI Made Simple \$28 · Persona P1

Landing: `ai-made-simple_sub_v3-listicle` · tid: `fb-simple28-overwhelm-v1`

PRIMARY TEXT

Forty AI videos saved. Zero of them finished.

That's not a discipline problem. Free content is built to be watched, not followed. There's no order to it, no ending, and nothing tells you what comes next.

A curriculum solves that. Ten courses, one a month, in sequence.

\$28/month for 10 months (\$280 total), then permanent access.

HEADLINE

In order, with an ending

DESCRIPTION

10 courses. No coding.

CTA

Learn more

FB-3 — Task-specific angle · AI Made Simple \$28 · Persona P1

Landing: `ai-made-simple_sub_v3-listicle` · tid: `fb-simple28-tasks-v1`

PRIMARY TEXT

Seven things at work that get dramatically faster with AI:

The weekly status report. The 40-page document you need two things from.
The email you rewrite six times. The spreadsheet somebody exported badly.
Meeting notes. First drafts. Explaining your work to a different audience.

None of them need code. The hard part is knowing they were candidates in the first place.

Ten courses on exactly that. \$28/month for 10 months.

HEADLINE

Seven tasks that get faster

DESCRIPTION

Practical, no coding

CTA

Learn more

FB-4 — Price clarity angle · AI Made Simple \$28 · All personas

Landing: `ai-made-simple_sub_v6-express` · tid: `fb-simple28-price-v1`

PRIMARY TEXT

\$28 a month for ten months. \$280 in total. Then it's yours permanently – no renewal, no annual charge, nothing that quietly bills you next year.

Ten courses on using AI at work, one released each month, built for people with no technical background.

You can stop after course one and keep it.

HEADLINE

\$28/mo x 10, then permanent

DESCRIPTION

Cancel anytime

CTA

Learn more

FB-5 — Capability angle · AI Made Simple \$28 · Persona P5

Policy-checked. Written in the third person on purpose. Do not rewrite this as a question aimed at the reader.

Landing: ai-made-simple_sub_v2-story · **tid:** fb-simple28-capability-v1

PRIMARY TEXT

The people getting promoted this year aren't smarter. They learned one thing first.

And the gap is smaller than it looks – it isn't technical, it's about ten hours of structured material that nobody at work hands out.

Ten courses, one a month, built for non-technical roles. No coding. \$28/month for 10 months (\$280 total).

HEADLINE

Ten courses, one a month

DESCRIPTION

Built for non-tech roles

CTA

Learn more

FB-6 — Peer observation angle · AI Made Simple \$28 · Persona P5

Landing: ai-made-simple_sub_v2-story · **tid:** fb-simple28-peer-v1

PRIMARY TEXT

Most people at most companies are quietly pretending to know how to use this.

They've opened it, typed something vague, got something vague back, and decided it was overrated. That's the normal experience, and it has nothing to do with intelligence.

What changes it is order: ten courses, one a month, each assuming the last.

\$28/month for ten months, then permanent access.

HEADLINE

The part nobody explains

DESCRIPTION

10 courses, in order

CTA

Learn more

FB-7 — Time recovered angle · AI for Professionals · Persona P2

Landing: `ai-for-professionals_inst_v6-express` · tid: `fb-pro152-time-v1`

PRIMARY TEXT

The recurring report that eats a morning every month takes about half an hour once the structure is written down properly one time.

Same for the 100-page board pack you need two pages from. Same for the escalation email you draft five times.

Eleven courses on delegating professional work. No coding at any point.

\$152 once, or ten payments of \$39 (\$390 total).

HEADLINE

Eleven courses for managers

DESCRIPTION

\$152 once, or \$39 x 10

CTA

Learn more

FB-8 — Depth angle · AI Mastery Accelerator \$260 · Persona P3

Landing: `ai-mastery-accelerator_inst_v1-direct` · tid: `fb-mastery260-depth-v1`

PRIMARY TEXT

21 courses, beginner to advanced, in a fixed order.

Foundation first – getting reliable output, writing, reading, checking what's true. Then your actual work: data, documents, research, meetings, presentations. Then the advanced third: repeatable systems that run without you rebuilding them each time.

No coding at any stage.

\$260 once, everything unlocked immediately. Or ten payments of \$47.

HEADLINE

21 courses, beginner to advanced

DESCRIPTION

\$260 once. No coding.

CTA

Learn more

FB-9 — Throughput angle · AI Mastery Accelerator \$260 · Persona P4

Landing: `ai-mastery-accelerator_inst_v1-direct` · tid: `fb-mastery260-solo-v1`

PRIMARY TEXT

If you run a business by yourself, the constraint isn't ambition. It's how many hours you can personally put into the work.

Which is uncomfortable when a competitor starts delivering in two days what takes you two weeks, and you find out they didn't hire anyone.

21 courses on the throughput of a one-person operation. No developer, no new software stack to maintain.

\$260 once, or ten payments of \$47.

HEADLINE

Do the work of a small team

DESCRIPTION

For solo operators

CTA

Learn more

FB-10 — Objection-first angle · Any product · All personas

Runs well as a second-touch ad to people who visited a landing page and didn't buy.

Landing: `ai-made-simple_sub_v5-review` · tid: `fb-simple28-objection-v1`

PRIMARY TEXT

"Isn't all of this free somewhere?"

Yes. So is every language, every instrument and every trade.

People still pay for the version that's in order, has an ending, and doesn't ask them to work out what comes next. You're not paying for information. You're paying for sequence.

Ten courses, one a month. \$28/month for ten months (\$280 total).

HEADLINE

Yes, it's free somewhere

DESCRIPTION

You're buying the order

CTA

Learn more

Testing sequence

Do not launch ten ads. Launch three.

Round	Ads	What you learn
1	FB-1, FB-2, FB-3	Which angle the audience responds to
2	Winner from round 1, in three creative formats	Which format
3	Winner, against FB-5 or FB-9	Whether a different persona is cheaper
4	Winner, retargeting with FB-10	Whether the objection ad recovers non-buyers

Minimum 100 clicks per ad before you judge it. Below that you are reading noise.

Copy rules for anything you write yourself

Never write: - A question that assumes something about the reader ("Are you struggling with...") - A guarantee of a job, promotion, salary or income - A price without its full structure ("\$28" alone is a violation) - A countdown or deadline that isn't real - "Results not typical" as a fix for an exaggerated claim — it isn't one - Anything implying accreditation or a recognised qualification

Always include: - The full payment structure, in the primary text, not only on the landing page - Third-person framing for anything touching employment - A landing page URL, never a raw ClickBank hoplink

Google Search: 10 Ad Sets

Business Vision Academy · affiliate program

Document 3.2

Google Search is the only channel here where you can send traffic directly to the vendor's sales page. Intent is already high and a bridge page usually costs you conversions. The exception is Performance Max and Display, which need a landing page.

Character limits: headline 30, description 90, path 15 each. Every line below is inside the limit; the count is shown so you can edit safely.

Google's policy that catches affiliate education ads: unrealistic expectations and implied guarantees. Google will approve "21 courses, no coding" and disapprove "Get hired in 30 days."

GS-1 — AI Made Simple, subscription · Cluster K1

HEADLINES

Ten AI Courses, One A Month	(27)
Learn AI Without Coding	(23)
Built For Non-Technical Roles	(29)
\$28/Month For 10 Months	(23)
Start With Course One	(21)
Two To Three Hours A Month	(26)
A Curriculum, Not A Playlist	(28)
No Code. No Terminal.	(21)
Permanent Access After Month 10 (31 -> use: Permanent Access, Month 10)	(26)
AI Skills For Office Work	(25)

DESCRIPTIONS

Ten courses released one a month, in a fixed order. No coding at any point.	(77)
\$28 a month for ten months, \$280 total. Permanent access after the tenth payment.	(80)
Built for people who don't work in tech. Two to three hours per course.	(70)
Start with course one and decide about course two next month. Cancel anytime.	(76)

PATHS

/ai-courses /beginners

GS-2 — AI Made Simple, one-time · Cluster K1

HEADLINES

Ten AI Courses, One Payment	(27)
\$134 Once. Permanent Access.	(28)
No Subscription, No Renewal	(27)
Everything Unlocked Today	(25)
Learn AI Without Coding	(23)
AI Course For Non-Technical	(27)

DESCRIPTIONS

All ten courses unlock immediately. One payment of \$134, permanent access.	(74)
No subscription and no renewal. Built for people with no technical background.	(77)
Two to three hours per course. No code, no installs, nothing to configure.	(73)

PATHS

/ai-courses /instant-access

GS-3 — Task-specific · Cluster K1 · cheapest clicks

Point this ad group at the question keywords in cluster K1. It exists to match the query wording as closely as possible, which is what lowers the click price.

HEADLINES

How To Use AI At Work	(21)
AI For Reports And Documents	(28)
Use AI Without Any Coding	(24)
Spreadsheets, Emails, Reports	(29)
A Course For Non-Tech Roles	(27)
Ten Courses, One A Month	(24)

DESCRIPTIONS

Reports, long documents, emails, spreadsheets, meeting notes. Step by step.	(75)
No coding at any point. Built for office roles, not developers or engineers.	(76)
Ten courses in a fixed order. \$28 a month for ten months, \$280 in total.	(72)

PATHS

/ai-at-work /no-coding

GS-4 — AI for Professionals · Cluster K3

HEADLINES

AI Course For Professionals	(27)
Eleven Courses For Managers	(27)
Automate Recurring Reports	(26)
AI Without A Tech Background	(28)
\$152 Once Or \$39 x 10	(21)
Decisions, Docs, Meetings	(25)

DESCRIPTIONS

Eleven courses on delegating professional work. Reports, documents, decisions.	(77)
Built for managers and senior individual contributors. No coding required.	(73)
\$152 as one payment, or ten payments of \$39 (\$390 total). Permanent access.	(74)

PATHS

/ai-professionals /managers

GS-5 — Time-saving · Cluster K3

HEADLINES

Automate Reports With AI	(24)
Get Hours Back Every Week	(25)
AI For Recurring Work	(21)
Eleven Practical Courses	(24)
No Coding At Any Point	(22)

DESCRIPTIONS

Recurring reports, long documents, meeting follow-ups, escalation emails.	(72)
A method rather than tool tutorials. Eleven courses, no technical background.	(77)
\$152 once or \$39 a month for ten months. Permanent access either way.	(69)

PATHS

/ai-professionals /save-time

GS-6 — AI Mastery Accelerator, one-time · Cluster K2

The highest-payout ad set. Send this one to the review landing page rather than the sales page — search traffic for this cluster is comparison-shopping and the review converts better.

HEADLINES

21 AI Courses, One Program	(26)
Beginner To Advanced AI	(23)
No Coding At Any Point	(22)
Complete 21-Course Program	(26)
\$260 Once Or \$47 x 10	(21)
For Non-Tech Professionals	(26)
From First Prompt To System	(27)
Foundation, Applied, Advanced	(29)

DESCRIPTIONS

21 courses from beginner to advanced, in a fixed order. No coding at any stage.	(78)
Foundation, applied, then advanced systems. Built for non-technical roles.	(74)
\$260 as a single payment with everything unlocked, or ten payments of \$47.	(74)
Three levels, one path, no guesswork about what to learn next.	(62)

PATHS

/ai-mastery /21-courses

GS-7 — Career and resume · Cluster K2

Policy note: this ad set is deliberately written around capability, not outcome. Do not add "get hired", "land the job" or "guaranteed" to any headline here.

HEADLINES

AI Skills Without Coding	(24)
21 Courses, Beginner To Pro	(27)
Build Real AI Skills	(20)
A Program, Not A Playlist	(25)
Learn AI From The Start	(23)
For People Outside Tech	(23)

DESCRIPTIONS

21 courses covering foundation through advanced. No technical background needed.	(79)
A structured program you can actually finish, rather than scattered tutorials.	(77)
\$260 once, permanent access. Or ten payments of \$47 across ten months.	(69)

PATHS

/ai-mastery /no-coding

GS-8 — Comparison intent · Cluster K2

Targets "is X worth it", "X review", "best ai course" style queries. Point at the review page.

HEADLINES

21-Course AI Program Review	(27)
What You Get And What It Costs	(30)
Honest Look At The Program	(26)
Who It Is And Isn't For	(23)
Full Curriculum Breakdown	(24)

DESCRIPTIONS

A straight look at the 21-course program, including who it isn't a fit for.	(75)
Full curriculum, both pricing options, and the limitations. No hype.	(67)
Read the breakdown before you decide. Sponsored review by an affiliate.	(71)

PATHS

/review /ai-mastery

GS-9 — Brand-adjacent defensive

Runs only if the vendor permits it. **Check the affiliate agreement first — bidding on the brand name is prohibited under most affiliate terms and will get commission withheld.** This ad set is included so you know what NOT to build unless you have written permission.

STATUS: DO NOT LAUNCH without written vendor approval.

If approved, it would target only generic category terms adjacent to the brand, never the brand name, its variants or misspellings.

GS-10 — Retargeting (RLSA)

Search ads shown only to people who already visited a landing page. Cheapest conversions in the whole account, because the audience is already qualified.

SETUP

Audience	All landing page visitors, 30 days, excluding purchasers
Bid adjustment	+40% on this audience
Keywords	Same as the ad group that sent them, broadened one step

HEADLINES

Still Deciding? Here's The Cost	(30)
Ten Courses, \$28 A Month	(24)
Full Curriculum And Pricing	(27)
Start With Course One	(21)

DESCRIPTIONS

Both payment options, side by side. \$28 a month for ten months, or \$134 once.	(76)
You can start with one course and decide about the second next month.	(69)

Extensions — apply to every campaign

SITELINKS

What's in the program -> All courses, month by month
Pricing -> Both options, side by side
Who it's for -> No technical background required
Common questions -> Refunds, access, cancellation

CALLOUTS

No coding required
Permanent access
Cancel anytime
Two payment options
Built for non-tech roles

STRUCTURED SNIPPETS (Courses)

Writing · Documents · Data · Research · Meetings · Presentations · Workflows

Campaign structure

One campaign per product. One ad group per keyword cluster. Never mix clusters in an ad group — the ad text stops matching the query and the quality score drops, which raises the price of every click.

Campaign: AI Made Simple

Ad group: K1 questions -> GS-3
Ad group: K1 general -> GS-1
Ad group: K1 one-time -> GS-2

Campaign: AI for Professionals

Ad group: K3 manager -> GS-4
Ad group: K3 time-saving -> GS-5

Campaign: AI Mastery

Ad group: K2 program -> GS-6
Ad group: K2 career -> GS-7
Ad group: K2 comparison -> GS-8

Campaign: RLSA

Ad group: All visitors -> GS-10

YouTube: 10 Ad Scripts

Business Vision Academy · affiliate program

Document 3.3

Two uses: paid video campaigns, and organic descriptions for creators promoting the offer.

Google policy: the first five seconds decide everything, but they also decide whether the ad gets approved. Do not open with an income claim, a countdown, or a question that assumes a negative fact about the viewer.

Paid YouTube requires a landing page. Raw hoplinks in ad destinations get disapproved.

YT-1 — Bumper, 6 seconds · AI Made Simple \$28

Non-skippable. One idea only.

Forty AI videos saved, none of them finished?

Ten courses. One a month. In order. Twenty-eight dollars a month for ten months. Link below.

YT-2 — In-stream, 15 seconds · AI Made Simple \$28

[0-4s]

I had an AI tab open for two years and used it about six times.

[4-11s]

Not because I'm lazy. Because every time I opened it, I didn't know what to actually ask it. That's a curriculum problem, not a you problem.

[11-15s]

Ten courses, one a month, no coding. Twenty-eight dollars a month for ten months. Link in the description.

YT-3 — In-stream, 30 seconds · AI Made Simple \$28 · Persona P1

The workhorse script. Test this one first.

[0-5s]

I had an AI tab open for two years and used it maybe six times. Not because I'm lazy – because I didn't know what to actually ask it.

[5-15s]

Here's what I eventually worked out: the skill isn't writing clever prompts. It's knowing which parts of your own job are even candidates for handing over. Nobody teaches that, because it's boring and it doesn't make a good video.

[15-25s]

So I stopped collecting tutorials and worked through an actual program. Ten courses, one a month, in order. Built for people who don't work in tech – no coding, nothing to install.

[25-30s]

Twenty-eight dollars a month for ten months, then it's permanent. Link's below. Start with course one.

YT-4 — In-stream, 30 seconds · Task-led · Persona P1/P5

[0-5s]

Seven things at work that stopped taking me all afternoon. None of them need code.

[5-16s]

The weekly report. The forty-page document I need two things from. The email I rewrite six times. The spreadsheet somebody exported badly. Meeting notes. First drafts. And explaining my own work to a different audience, which is the one nobody thinks to try.

[16-25s]

What unlocked it wasn't a better prompt. It was finding out those were candidates in the first place. That's what a structured course does and a playlist doesn't.

[25-30s]

Ten courses, one a month. Twenty-eight dollars a month for ten months. Link below.

YT-5 — In-stream, 60 seconds · AI Mastery \$260 · Persona P3

[0-6s]

Job listings that had nothing to do with tech two years ago now ask for AI proficiency. Yours probably will within the year.

[6-20s]

The problem is what you do about it. You can't put "I watched some videos" on a resume, and you definitely can't demonstrate it when someone in an interview asks you to walk through how you'd use it on a real task.

[20-40s]

This is twenty-one courses, beginner to advanced, in a fixed order. It starts with getting reliable output. Then it moves into actual work – documents, data, research, meetings, presentations. Then the advanced third: processes you run every week without rebuilding them each time.

No coding at any point. Nothing to install beyond a browser tab.

[40-55s]

Two hundred and sixty dollars as a single payment with everything unlocked, or ten payments of forty-seven if you'd rather spread it.

[55-60s]

Link's in the description. Read the curriculum before you decide anything.

YT-6 — In-stream, 45 seconds · AI for Professionals · Persona P2

[0-5s]

The recurring report that eats a morning every month? About half an hour, once the structure is written down properly one time.

[5-18s]

That's the whole shape of this. Not clever tricks – recurring work. Board packs you need two pages from. Escalation emails you draft five times. Option comparisons you don't have a week to research.

[18-35s]

Eleven courses aimed specifically at professional and managerial work. Not tool tutorials – method. And no coding at any point, which matters because most "AI for business" courses quietly stop being non-technical around week three.

[35-45s]

A hundred and fifty-two dollars once, or ten payments of thirty-nine. Link below.

YT-7 — In-feed / Discovery, 40 seconds

In-feed ads are chosen by the viewer, so the hook competes with a thumbnail rather than a skip button. Opens slower, more informational.

[0-8s]

If you've been meaning to learn to use AI at work for about a year and keep not doing it, this is probably the reason.

[8-22s]

Free content is built to be watched, not followed. There's no order to it, there's no ending, and nothing tells you what comes next or assumes you did the previous thing. Nobody learns to drive from a playlist.

[22-34s]

The alternative is a curriculum: ten courses, one a month, each assuming the last, built for people with no technical background.

[34-40s]

Twenty-eight a month for ten months, then permanent access. Link below.

YT-8 — Contrarian, 20 seconds

Strong retention hook. Works well as a second creative once YT-3 has data.

[0-4s]

Stop learning prompts. Prompts aren't the skill.

[4-13s]

Every prompt guide you've saved goes stale the next time the tool updates. What doesn't go stale is knowing what to delegate, how to describe it, and how to check what comes back.

[13-20s]

That's a curriculum, not a cheat sheet. Ten courses, one a month, twenty-eight dollars. Link below.

YT-9 — Solo operator, 35 seconds · AI Mastery \$260 · Persona P4

[0-6s]

If you run a business by yourself, the constraint isn't ambition. It's how many hours you can personally put into the work.

[6-18s]

Which is uncomfortable when a competitor starts delivering in two days what takes you two weeks – and you find out they didn't hire anyone.

[18-30s]

Twenty-one courses on the throughput of a one-person operation. Proposals, research, drafts, admin, and then the systems layer, which is where the actual time comes back. No developer, no new software stack to maintain.

[30-35s]

Two hundred and sixty dollars once. Link below.

YT-10 — Organic creator description template

For content creators promoting the offer on their own channel rather than buying ads.

The program I mentioned: [LINK]

Twenty-one courses, beginner to advanced, built for people with no technical background. No coding at any point.

Two payment options: \$260 once with everything unlocked, or ten payments of \$47.

Disclosure: this is an affiliate link. If you buy through it I earn a commission at no extra cost to you. I went through the program myself before linking it.

Timestamps:

0:00 The tab I never used

1:12 Why free tutorials didn't stick

3:40 What actually changed

6:05 What's in the program

9:20 Who it isn't for

Disclosure is mandatory in two places for organic video: written in the description, and spoken in the video itself at the point the link is discussed. FTC 16 CFR Part 255. Putting it only in the description is a known enforcement target.

Production rules

Element	Rule
Captions	Burned in, always. A large share of views are muted.
Aspect ratio	16:9 for in-stream, 9:16 for Shorts. Do not letterbox one into the other.
First frame	A face or a legible sentence. Never a logo.
Price	Spoken in full: "twenty-eight dollars a month for ten months"
Music	Low, neutral. Avoid trending audio on paid ads — it attracts the wrong traffic.
End card	Banner from folder 04, <code>_social-story</code> or <code>_social-square</code>

Campaign settings

Campaign type	Video
Objective	Website traffic, switch to Conversions after 15 conversions
Format	Skippable in-stream (test) + In-feed (scale)
Budget	\$35/day per ad group
Bidding	Target CPV to start, Maximize conversions later
Location	United States
Custom segment	People who searched for: ai course, learn ai without coding, chatgpt for work, ai skills for resume
Placements	Channels covering AI tools, productivity, career advice
Exclusions	Made for kids, gaming, live streams, programming tutorials, embedded video on unknown sites
Frequency cap	4 impressions per user per week
Destination	Landing page from folder 02 – never a raw hoplink

TikTok, Reels and Shorts: 10 Scripts

Business Vision Academy · affiliate program

Document 3.4

Vertical 9:16. These are the cheapest impressions available for this offer, and the cheapest place to find out whether an angle works at all.

TikTok policy notes that matter here: - Raw affiliate links are prohibited. Traffic goes to a landing page from folder 02. - Income claims and "get rich" framing are prohibited outright. - Prices must be stated in full. "\$28" alone is a violation; "\$28 a month for ten months" is not. - Before/after framing implying a guaranteed result is prohibited. - Organic posts promoting a paid link require `#ad` in the caption, not only in the bio.

Format rules: burned-in captions, no letterboxing, first two seconds carry everything, end card uses a `_social-story` banner from folder 04.

TT-1 — The confession · 25s · Persona P1

tid: `tt-simple28-confession-v1` · **Landing:** `ai-made-simple_sub_v4-quiz`

[0-3s] TO CAMERA, no cut
I've had ChatGPT open in a tab for two years and I've used it maybe six times.

[3-8s]
And every time it was for something stupid. Birthday message. Rewriting a text so it sounded less annoyed than I felt.

[8-15s] CAPTION ON SCREEN: "the actual skill"
The thing nobody explains is that the skill isn't the prompt. It's knowing which parts of your job are even worth handing over. That's the part free tutorials skip, because it's boring.

[15-22s]
So I stopped bookmarking videos and did an actual course instead. Ten of them. One a month. In order. Built for people who don't work in tech.

[22-25s] END CARD
Twenty-eight dollars a month for ten months. Link in bio.

TT-2 — The list · 35s · Persona P1/P5

tid: `tt-simple28-list-v1` · Landing: `ai-made-simple_sub_v3-listicle`

[0-3s]
Seven things at work that stopped taking me all afternoon. None of them need code.

[3-8s] CAPTION: "1. the weekly report"
One. The status report nobody reads but everyone requires. Used to be an hour every Friday. Now about eight minutes.

[8-13s] CAPTION: "2. long documents"
Two. The forty-page document I only need two things out of. Not summarising it – asking specific questions and making it show me where the answer came from.

[13-18s] CAPTION: "3. the difficult email"
Three. The email I rewrite six times because the tone's wrong. Declining something. Chasing a payment.

[18-24s] CAPTION: "4. broken spreadsheets"
Four. The spreadsheet somebody exported badly. This one surprised me most – I assumed it needed formulas I don't know.

[24-30s]
Five, six and seven are meeting notes, first drafts, and explaining my own work to a different audience.

[30-35s] END CARD
I learned it from a ten-course program, one course a month. Link in bio if you want the structure instead of the highlight reel.

TT-3 — The contrarian · 18s · All personas

tid: `tt-simple28-contrarian-v1`

```
[0-3s]
Stop learning prompts. Prompts aren't the skill.

[3-10s]
Every prompt guide you've saved becomes useless the next time the tool
updates. What doesn't go out of date is knowing what to delegate, how
to describe it, and how to check what comes back.

[10-15s]
That's a curriculum, not a cheat sheet. And it takes about ten hours,
not ten minutes.

[15-18s] END CARD
Ten courses, one a month, no coding. Link in bio.
```

TT-4 — The question · 12s · Engagement driver

Built to collect comments, which is how organic reach compounds. Reply to every comment.

tid: `tt-simple28-question-v1`

```
[0-4s]
Quick question. What did you actually use AI for this week?

[4-9s]
Not what you could use it for. What you did. Most people, if they're
honest, it's nothing – or it's rewriting one email.

[9-12s]
That's not a you problem. Nobody gave you a starting point. Link in bio.
```

TT-5 — The peer observation · 20s · Persona P5

Written in the third person on purpose. Do not rewrite this as an accusation aimed at the viewer.

tid: `tt-simple28-peer-v1` · Landing: `ai-made-simple_sub_v2-story`

[0-3s]

Most people at most companies are quietly pretending to know how to use this.

[3-10s]

They've opened it, typed something vague, got something vague back, and decided it was overrated. That's the normal experience and it has nothing to do with being smart.

[10-16s]

What changes it is order. Ten courses, one a month, each one assuming the last. About ten hours total.

[16-20s] END CARD

Twenty-eight a month for ten months. Built for non-technical roles. Link in bio.

TT-6 — Screen recording · 22s · Demonstration

Highest-converting format on TikTok for software-adjacent offers, because the value is visible rather than described.

tid: `tt-simple28-demo-v1`

VISUAL: screen recording throughout, face cam in corner

[0-3s]

This is the spreadsheet a client sent me. Four different date formats and merged cells.

[3-12s]

I used to fix this by hand. Two hours, minimum. Watch what happens when you describe the mess and describe the shape you want instead.

[12-18s]

That's it. That's the whole thing. And no, there's no formula involved and nothing to install.

[18-22s] END CARD

It's course four of ten. Twenty-eight a month for ten months. Link in bio.

Note: the recording must show a real, unremarkable result. Do not speed up the footage in a way that misrepresents how long it takes, and do not cut away from a failure. Both are policy problems and both get caught in comments.

TT-7 — Career listing angle · 22s · Persona P3 · AI Mastery \$260

tid: `tt-mastery260-resume-v1` · Landing: `ai-mastery-accelerator_inst_v5-review`

[0-3s]

Go look at job listings in your field right now. Count how many say "AI proficiency."

[3-9s]

Two years ago that line was on developer roles. Now it's on marketing, operations, finance, HR, admin. Jobs with nothing to do with tech.

[9-16s]

And you can't put "I watched some videos" on a resume. You definitely can't demonstrate it when someone asks you in an interview to walk through how you'd use it.

[16-22s] END CARD

Twenty-one courses, beginner to advanced, no coding. Link in bio.

TT-8 — Time recovered · 20s · Persona P2 · AI for Professionals

tid: `tt-pro152-time-v1`

[0-3s]

The report that takes you four hours takes about six minutes.

[3-11s]

Not because the tool is magic. Because there's a specific way to set it up once, and nobody showed you. That's the entire difference between people who get value out of this and people who don't.

[11-17s]

Eleven courses on exactly that kind of work. Reports, documents, decisions, meetings. No coding.

[17-20s] END CARD

A hundred and fifty-two dollars once, or thirty-nine a month for ten months. Link in bio.

TT-9 — Solo operator · 24s · Persona P4 · AI Mastery \$260

tid: `tt-mastery260-solo-v1`

[0-4s]
A competitor of mine started delivering in two days what takes me two weeks. They didn't hire anyone.

[4-12s]
When you run a business by yourself, the constraint isn't ambition. It's how many hours you can personally put in. That's the number that moves here – proposals, research, drafts, admin.

[12-19s]
Twenty-one courses, beginner to advanced. The last third is systems, which is where the actual time comes back. No developer, no new stack to maintain.

[19-24s] END CARD
Two hundred and sixty dollars once. Link in bio.

TT-10 — The objection · 16s · Retargeting

Run to people who visited a landing page and didn't buy.

tid: `tt-simple28-objection-v1` · Landing: `ai-made-simple_sub_v5-review`

[0-4s]
"Isn't all of this free somewhere?" Yes. All of it.

[4-11s]
So is every language, every instrument, and every trade. People still pay for the version that's in order, has an ending, and doesn't make them work out what comes next.

[11-16s]
You're not buying information. You're buying sequence. Ten courses, one a month, twenty-eight dollars. Link in bio.

Script anatomy — for writing your own

Seconds	Job	Rule
0-3	Hook	A specific sentence. No greeting, no logo, no context-setting.
3-10	Problem	The viewer should think "that's me"
10-18	Reframe	Name what the real problem is
18-end	Offer	Short. Price always stated in full.

Hook bank

I've had ChatGPT open in a tab for two years and used it maybe six times.
Most people at most companies are quietly pretending to know how to use this.
Stop learning prompts. Prompts aren't the skill.
Forty videos watched. Zero systems built.
Four hours of work. Six minutes. Same output.
Go count how many job listings in your field say "AI proficiency."
Quick question: what did you actually use AI for this week?
Free tutorials aren't bad. They're just not a curriculum.
Nobody tells you which parts of your job are even candidates for this.
I paid for the AI subscription and used it to write birthday messages.
The spreadsheet fix I assumed needed formulas I don't know.
A competitor started delivering in two days what takes me two weeks.

Campaign settings

Objective	Website conversions (Complete Payment)
Budget	\$30/day per ad group, minimum 3 days without edits
Targeting	Broad. Do not narrow – the algorithm outperforms manual interests here.
Age	25-54
Location	United States
Placement	TikTok feed only. Disable Pangle and news feed apps.
Creative	3 videos per ad group, 15-35s, captions burned in
Landing	Bridge page from folder 02, required
Spark Ads	Use where you have an organic post with traction

Length: below 12 seconds there isn't room to sell. Above 45 seconds retention collapses. The productive band is 15-35.

Native and Display: 10 Ads

Business Vision Academy · affiliate program
Document 3.5

Native (Taboola, Outbrain, Revcontent) is the coldest traffic in the mix. Nobody clicking a native headline is looking for a course. **Always route native traffic to an advertorial or listicle landing page** — `v2-story` or `v3-listicle`. Sending it to a sales page burns the budget.

Display (Google Display Network) uses the banners in folder 04 plus the responsive text below.

NATIVE HEADLINES

Native works on curiosity, not on offers. The headline must not read like an advertisement. Clickbait produces clicks and refunds; specificity produces clicks and buyers.

NT-1 — Task list

HEADLINE	Seven Office Tasks That Stopped Taking All Afternoon
LANDING	ai-made-simple_sub_v3-listicle
tid	nat-simple28-tasks-v1

NT-2 — Confession

HEADLINE	I Had An AI Tab Open For Two Years And Barely Used It
LANDING	ai-made-simple_sub_v2-story
tid	nat-simple28-confession-v1

NT-3 — The missing explanation

HEADLINE	The Part Of Using AI At Work That Nobody Explains
LANDING	ai-made-simple_sub_v2-story
tid	nat-simple28-missing-v1

NT-4 — Why it didn't stick

HEADLINE	Why Watching AI Tutorials Doesn't Translate Into Using It
LANDING	ai-made-simple_sub_v3-listicle
tid	nat-simple28-tutorials-v1

NT-5 — Specific surprise

HEADLINE	The Spreadsheet Job I Assumed Needed Formulas I Don't Know
LANDING	ai-made-simple_sub_v2-story
tid	nat-simple28-spreadsheet-v1

NT-6 — Peer framing

HEADLINE	What Office Workers Get Wrong About AI, According To People Who Use It Daily
LANDING	ai-made-simple_sub_v2-story
tid	nat-simple28-peer-v1

NT-7 — Manager angle

HEADLINE	The Monthly Report That Used To Eat A Morning
LANDING	ai-for-professionals_inst_v2-story
tid	nat-pro152-report-v1

NT-8 — Career angle

HEADLINE	Job Listings Outside Tech Now Ask For AI Proficiency. Here's What That Means.
LANDING	ai-mastery-accelerator_inst_v5-review
tid	nat-mastery260-listings-v1

NT-9 — Solo operator

HEADLINE	They Started Delivering In Two Days What Took Two Weeks. They Didn't Hire Anyone.
LANDING	ai-mastery-accelerator_inst_v2-story
tid	nat-mastery260-solo-v1

NT-10 — Retrospective

HEADLINE	Seven Things I'd Tell My Past Self About Using AI At Work
LANDING	ai-made-simple sub_v3-listicle
tid	nat-simple28-pastself-v1

Native headline rules

Avoid: exclamation marks, all caps, "SHOCKING", "doctors hate this", specific dollar amounts of earnings, any number that implies a guaranteed result. Native platforms are permissive enough to approve these and the resulting traffic converts badly.

Thumbnails: native requires an image. There are no photographs in this kit — see folder 04, section E. Use a neutral desk, laptop or keyboard shot with **no faces** and none of the stock "AI" visual clichés (glowing brains, neural networks, humanoid robots). Faces imply a testimonial, which triggers FTC substantiation requirements you can't meet.

Native campaign settings

Budget	\$50/day, minimum 5 days before judging
Bid	CPC, start at the suggested bid, reduce after 48h
Location	United States only at first
Landing	Advertorial or listicle, required
Site blocking	After 72 hours, block any publisher site with below-average CTR and zero conversions. Repeat weekly. This is where most of the waste lives on native.
Frequency	Cap at 3 per user per day

DISPLAY — Responsive text

Pair with the banners in folder 04. Compress PNGs before uploading; Google Display caps image assets at 150 KB.

DP-1 — AI Made Simple, subscription

```
HEADLINES (30 char max)
Ten AI Courses, One A Month      (27)
Learn AI Without Coding          (23)
Built For Non-Technical Roles    (29)
$28/Month For 10 Months         (23)
Start With Course One           (21)

LONG HEADLINE (90 max)
Ten AI courses, released one a month. Built for people who don't work in tech. (77)

DESCRIPTIONS (90 max)
A curriculum, not a playlist. In order, with an ending. No coding at any point. (78)
$28 a month for ten months, $280 total, then permanent access. Cancel anytime. (77)
Two to three hours per course. Built for office roles, not developers. (70)

BUSINESS NAME
Business Vision Academy
```

DP-2 — AI Mastery Accelerator, one-time

```
HEADLINES
21 AI Courses, One Program      (26)
Beginner To Advanced AI        (23)
No Coding At Any Point          (22)
$260 Once Or $47 x 10          (21)
Complete 21-Course Program      (26)

LONG HEADLINE
21 courses from beginner to advanced, in a fixed order. No coding at any stage. (78)

DESCRIPTIONS
Foundation, applied, advanced. Three levels, one path, no guesswork. (66)
$260 as a single payment with everything unlocked, or ten payments of $47. (74)
Built for career changers and people outside tech. Permanent access. (66)
```

Display campaign settings

```
Campaign      Display, Standard (not Smart) while testing
Budget        $30/day
Bidding       Manual CPC, then Target CPA after 15 conversions
Location      United States
Custom segment People who searched: ai course, learn ai without coding,
               chatgpt for work
In-market     Business Education, Online Courses, Career Consulting
Placements   Sites covering productivity, careers, office software
Exclusions    Mobile apps (all games), programming sites, kids content,
               parked domains
Frequency cap 3 impressions per user per day
Landing       Bridge page from folder 02
```

Turn off mobile app inventory on day one. Game apps generate accidental clicks that look like traffic and convert at zero. This single exclusion typically saves 20–40% of a display budget.

Email: 10 Swipes

Business Vision Academy · affiliate program
Document 3.6

For affiliates with a list of their own. Numbers 1–7 form a sequence; 8–10 are standalone sends.

Legal minimums on every email: a working unsubscribe link, a physical postal address, a truthful subject line, and an affiliate disclosure. CAN-SPAM, 15 U.S.C. §7701 and FTC 16 CFR Part 255. Purchased lists and scraped addresses are grounds for removal from the program.

Replace [LINK], [FIRST NAME], [YOUR NAME]. Keep the disclosure line.

Sequence: EM-1 to EM-7

Send on days 1, 2, 4, 5, 7, 8 and 10. Suppress anyone who purchases.

EM-1 — Day 1. Problem only, no offer.

Subject: The tab I never used **Alternatives:** Two years, six times · I did this badly first

[FIRST NAME],

I've had an AI tab open in my browser for about two years.

I've used it maybe six times. Birthday messages. Rewriting a text so it sounded less annoyed than I felt. Once, memorably, to name a cat.

Meanwhile people I work with are producing things in an hour that used to take me a day, and I kept assuming they knew something technical that I didn't.

They didn't. I checked.

What they had was much less interesting than a secret: they'd worked out which parts of their job were worth handing over, and I hadn't.

That's the whole gap. Not intelligence, not a technical background. Just a list of candidates that nobody hands you.

I'll tell you what ended up on mine tomorrow.

[YOUR NAME]

EM-2 — Day 2. The list. Still no offer.

Subject: Seven things that stopped taking all afternoon

[FIRST NAME],

Yesterday I said I'd tell you what ended up on my list. Here it is, in the order things actually changed.

1. The weekly status report. Same structure every time, different facts. Was an hour every Friday. Now about eight minutes, most of it reading what came back.
2. The forty-page document I only need two things from. Not summarising it – asking specific questions and making it point at where the answer came from, so I can check.
3. The difficult email. Declining something. Chasing a late payment. Three versions at different levels of directness, then pick one.
4. The badly exported spreadsheet. This is the one that surprised me, because I'd assumed it needed formulas I don't know.
5. Meeting notes that turn into actual follow-ups, written before I've left the room instead of three days later from memory.
6. First drafts of anything. Not the final version – the blank page.
7. Explaining my own work to a different audience. This is where I now save the most time, and it never would have occurred to me to try.

None of this needed code.

What it needed was knowing these were even candidates. Which brings me to the part I got wrong for two years – tomorrow.

[YOUR NAME]

EM-3 — Day 4. The reframe.

Subject: Forty videos, zero systems

[FIRST NAME],

Here's what I did for two years instead of learning this properly:
I collected videos.

Saved them. Bookmarked them. Watched one occasionally, felt briefly
informed, closed the tab, and changed nothing about how I worked.

I don't think that was a discipline failure. Free content is built to
be watched, not followed. There's no order to it. There's no ending.
Nothing tells you what comes next, and nothing assumes you did the
previous thing.

That's fine for entertainment. It's useless for a skill.

Every skill I've actually acquired – driving, a language, the software
I use at work – came in a sequence, from someone who'd decided what
order it went in. Nobody learns to drive from a playlist.

So I worked through an actual curriculum instead. I'll tell you which
one tomorrow, and what's in it.

[YOUR NAME]

EM-4 — Day 5. The offer.

Subject: Ten courses, one a month

[FIRST NAME],

The program is called AI Made Simple.

Ten courses. One arrives each month. Two to three hours each. In order, each assuming the one before it, ending with a system you keep using after the program is over.

It's built for people who don't work in tech. No coding at any point, nothing to install beyond a browser tab, no assumed technical knowledge. That isn't a marketing line – it's the design constraint of the thing.

What it covers, roughly: getting a usable answer in the first place, writing that sounds like you, reading long documents fast, data and spreadsheets, research you can trust, meetings and follow-ups, presentations, and then building repeatable processes out of all of it.

The price is \$28 a month for ten months. \$280 in total. After the tenth payment the access is permanent – no renewal, nothing that quietly bills you next year.

You can cancel from your own account at any point. If course one doesn't land, you've spent \$28 and you keep it.

Full curriculum here: [LINK]

[YOUR NAME]

Disclosure: the link above is an affiliate link. If you buy through it, I earn a commission at no additional cost to you.

[Unsubscribe] · [Your physical mailing address]

EM-5 — Day 7. Objections.

Subject: "Isn't all of this free somewhere?"

[FIRST NAME],

Three replies to Friday's email, three versions of the same question.
Worth answering properly.

"Isn't all of this free somewhere?"

Yes. So is every language, every instrument, and every trade. People still pay for the version that's in order, has an ending, and doesn't require them to work out what's next. You're not paying for information. You're paying for sequence.

"I'm not technical at all."

That's the assumption the whole thing is built on. If you can write an email, you can do every course in it. No code, no terminal, no API keys, nothing to install.

"I don't have time."

Two to three hours a month. That's the reason for the monthly release – it's paced so you finish rather than binge two courses and forget the rest. And you're almost certainly spending more than three hours a month doing things slowly.

"Won't the tools change and make it useless?"

The interfaces change constantly. What doesn't change is how you decide what to hand over, how to describe it, and how to check what comes back. That's most of the program.

Curriculum and pricing: [LINK]

[YOUR NAME]

Disclosure: affiliate link. I earn a commission at no extra cost to you.
[Unsubscribe] · [Your physical mailing address]

EM-6 — Day 8. Cost of inaction.

Subject: Ten months from now

[FIRST NAME],

Something I keep coming back to.

Ten months from now, one of two things is true. Either you have a working system for this – the seven things from last week are just how you work, and you don't think about it – or you've watched another forty videos and nothing has changed.

The second one isn't a failure of will. It's the default. It's what happens when nothing imposes an order on the material.

The cost of the first option is \$28 to find out whether it's for you, and \$280 across ten months if it is.

The cost of the second one is harder to see, which is exactly why it wins so often.

[LINK]

[YOUR NAME]

Disclosure: affiliate link. I earn a commission at no extra cost to you.
[Unsubscribe] · [Your physical mailing address]

EM-7 — Day 10. Close.

Subject: Last one on this

[FIRST NAME],

Last email from me about this, then I'll leave it alone.

Quick recap of why I sent seven of them:

The skill isn't prompts. It's knowing which parts of your work are candidates for handing over – which is boring, specific to your role, and therefore in no video.

Free content is a playlist, not a curriculum. That's why forty videos produce zero systems.

The program is ten courses, one a month, in order, built for people with no technical background. \$28 a month for ten months, then it's permanent. Cancel any time.

If it's not for you, that's a reasonable conclusion and you won't hear from me about it again.

If it is: [LINK]

[YOUR NAME]

Disclosure: affiliate link. I earn a commission at no extra cost to you.
[Unsubscribe] · [Your physical mailing address]

Standalone sends

EM-8 — Solo ad, career angle. AI Mastery \$260.

Subject: Go count how many say "AI proficiency"

[FIRST NAME],

Go and look at job listings in your field right now. Count how many say "AI proficiency" or something close to it.

Two years ago that line lived on developer roles. Now it's on marketing, operations, finance, HR, admin – jobs with nothing to do with tech.

The problem is what you do about it. You can't put "I watched some videos" on a resume, and you certainly can't demonstrate it when someone in an interview asks you to walk through how you'd use it on a real task.

This is the program I'd point you at: 21 courses, beginner to advanced, in a fixed order. Foundation, then actual work – documents, data, research, presentations, meetings – then repeatable systems. No coding at any point.

\$260 as a single payment with everything unlocked, or ten payments of \$47.

Curriculum here: [LINK]

[YOUR NAME]

Disclosure: affiliate link. I earn a commission at no extra cost to you.
[Unsubscribe] · [Your physical mailing address]

EM-9 — Newsletter insert. Drop into an existing send.

Not a full email — a section for a newsletter that already goes out.

SOMETHING I'VE BEEN USING

Seven work tasks that stopped taking me all afternoon, none of which need code:

The weekly status report (an hour → about eight minutes). The forty-page document I only need two things from. The difficult email I'd normally rewrite six times. The spreadsheet somebody exported badly – this one surprised me most. Meeting notes that become actual follow-ups. First drafts of anything. And explaining my own work to a different audience, which is where I now save the most time.

What unlocked it wasn't a better prompt. It was realising these were candidates in the first place, which is the part no tutorial covers.

I worked through a structured program rather than piecing it together: ten courses, one a month, no coding, built for non-technical roles. \$28/month for ten months (\$280 total), then permanent access. [LINK]

(Affiliate link – I earn a commission if you buy through it.)

EM-10 — Short send to an engaged segment.

Subject: Ten courses, one a month, \$28

[FIRST NAME],

Short one.

If you've been meaning to learn to use AI at work properly and keep not doing it, the reason is probably that free content is a playlist, not a curriculum.

This is a curriculum: ten courses, one arriving each month, in order, built for people who don't work in tech. No coding. \$28 a month for ten months, then it's permanent. Cancel any time.

[LINK]

[YOUR NAME]

Disclosure: affiliate link. I earn a commission at no extra cost to you.

[Unsubscribe] · [Your physical mailing address]

Subject line bank

AI Made Simple (\$28)

```
The tab I never used
Two years, six times
Forty videos, zero systems
Ten courses, one a month
Why the tutorials didn't stick
Nobody learns to drive from a playlist
"Isn't all of this free somewhere?"
Ten months from now
The part nobody explains
What did you use it for this week?
```

AI Mastery (\$260)

```
Go count how many say "AI proficiency"
The resume line you don't have
21 courses, beginner to advanced
They didn't hire anyone
From first prompt to working system
```

Send settings

Element	Recommendation
Cadence	Days 1, 2, 4, 5, 7, 8, 10
Suppression	Remove purchasers via ClickBank postback
Send time	6:00–8:00 recipient local time
From name	A person, not a company
Subject case	Sentence case. No emoji, no "RE:", no "FWD:"
A/B test	Subject line only, on the first two emails

Diagnostic thresholds: open rate under 20% is a subject line or deliverability problem, not an offer problem. CTR under 2% with a healthy open rate is a body copy problem.

Reddit, Quora, Pinterest, LinkedIn and X

Business Vision Academy · affiliate program
Document 3.7

Five platforms with very different norms. What works on Reddit gets ignored on LinkedIn and would be deleted on Quora.

REDDIT

Reddit is hostile to marketing language. Anything that reads like an ad performs worse than the same message written plainly. Many subreddits ban affiliate links entirely — check each one's rules before posting organically.

RD-1 — Paid ad, structure angle

Subreddits: r/productivity, r/ChatGPT, r/ArtificialIntelligence, r/office **Landing:** [ai-made-simple_sub_v3-listicle](#)

TITLE

The part of using AI at work that nobody explains

BODY

Most guides teach prompts. The actual bottleneck is working out which parts of your own job are candidates for handing over — which is boring, specific to your role, and therefore in no video.

This is a structured program that starts there. Ten courses, one a month, no coding. \$28/month for 10 months.

CTA

[Learn more](#)

RD-2 — Paid ad, solo operator

Subreddits: r/smallbusiness, r/freelance, r/Entrepreneur, r/consulting **Landing:** [ai-mastery-accelerator_inst_v1-direct](#)

TITLE

If you run a business alone, the constraint is hours, not ambition

BODY

Which is why it stings when a competitor starts delivering in two days what takes you two weeks and you find out they didn't hire anyone.

21 courses on the throughput of a one-person operation. Proposals, research, drafts, admin, then the systems layer. No developer needed.

\$260 once, or 10 payments of \$47.

CTA

[Learn more](#)

RD-3 — Organic comment framework

Only use this where the subreddit permits affiliate links, and only with disclosure.

I did this badly for about two years, so I'll answer from that side.

My mistake was treating it as a tool problem – looking for the right prompt, the right app, the right guide. The actual bottleneck was that I didn't know which parts of my own work were even candidates.

Once I started there, three things changed fast: [SPECIFIC], [SPECIFIC], [SPECIFIC].

If you want the structured version rather than piecing it together, I used [PRODUCT] – ten courses, one a month, built for people with no technical background.

Disclosure: that's an affiliate link. I went through the program before linking it.

Reddit rules: build account history before you link anything. Disclose every time. Never post the same message in five subreddits in one day. This is a channel measured in months, not weeks.

QUORA

Low volume, high intent, long shelf life. A good answer keeps producing clicks for years.

QA-1 — Answer framework

Questions to target:

How can I learn AI without coding?
What's the best AI course for beginners?
How do non-technical people use AI at work?
Is it worth paying for an AI course?
What AI skills should I put on my resume?
How do I actually start using ChatGPT for work?
What should I learn about AI first?

I spent about two years with an AI tab open and barely used it, so I'll answer this from the position of someone who did it badly first.

The mistake I made was treating it as a tool problem. I kept looking for the right prompt, the right app, the right guide. The actual bottleneck was different: I didn't know which parts of my own work were even candidates for handing over.

Once I started there, three things changed quickly:

[SPECIFIC TASK 1 – with a before and after]
[SPECIFIC TASK 2]
[SPECIFIC TASK 3]

The pattern behind all three: repetitive, structured, and something I already knew how to do – just slowly. That's the selection rule.

If you want the structured version rather than assembling it yourself, I worked through [PRODUCT] – ten courses, one a month, built specifically for people with no technical background.

Disclosure: that's an affiliate link. I went through the program myself before linking it.

Rules: the answer must be useful without the link, or Quora removes it. One link, at the end. Disclosure mandatory. Don't answer twenty questions in a day from one account.

QA-2 — Comparison answer

For "is X worth it" and "best course" questions.

Worth separating two things: whether the information is available free (it is, all of it) and whether a curriculum is worth paying for (different question).

Every skill I've actually acquired came in a sequence, from someone who had decided what order it went in. Free content is a playlist. There's no order, no ending, and nothing assumes you did the previous thing.

So the honest answer is: pay for it if what's stopping you is not knowing what to do next, and don't if you already have a working process and just want to go deeper on one tool.

[PRODUCT] is \$28/month for ten months, or \$134 once. Same material either way. Disclosure: affiliate link.

PINTEREST

Underrated for education products. Audience skews toward personas P1, P3 and P5. Native format is 1000x1500 — use `_social-portrait` banners from folder 04.

PN-1

```
TITLE      Ten AI courses for people who don't work in tech
DESCRIPTION One course a month for ten months, in a fixed order. No coding at
any point. Built for office roles, not developers. $28/month for
10 months, $280 total. #affiliate
```

PN-2

```
TITLE      Seven work tasks that get faster with AI
DESCRIPTION A practical list for non-technical roles: reports, long documents,
difficult emails, messy spreadsheets, meeting notes, first drafts.
No code required. #affiliate
```

PN-3

```
TITLE      AI skills without a technical background
DESCRIPTION 21 courses from beginner to advanced, in a fixed order. No coding at
any stage. $260 once or ten payments of $47. #affiliate
```

Pinterest requires disclosure in the pin description. Pins without it get removed.

LINKEDIN

The most expensive channel here and the only one that targets job title reliably. Use it for persona P2 only, where the price point justifies the click cost.

LI-1 — Single image ad, time angle

Landing: `ai-for-professionals_inst_v6-express`

INTRO TEXT

The recurring report that eats a morning every month takes about half an hour once the structure is written down properly one time.

Same for the hundred-page board pack you need two pages from. Same for the escalation email you draft five times.

Eleven courses on delegating professional work. Not tool tutorials – method. No coding at any point.

\$152 once, or ten payments of \$39.

HEADLINE

Eleven courses for managers

IMAGE

pro-time_1080x1080 (crop to 1200x627)

CTA

[Learn more](#)

LI-2 — Single image ad, capability angle

INTRO TEXT

Most teams have one person who produces in an hour what takes everyone else a day. It's rarely a technical difference.

It's usually that they worked out which parts of the job could be delegated, and wrote the process down once instead of improvising it every time.

Eleven courses on exactly that, for professional and managerial work. No coding.

\$152 once, or ten payments of \$39 (\$390 total).

HEADLINE

The method, not the tools

CTA

[Learn more](#)

LinkedIn settings

Objective	Website conversions
Bid	Manual CPC, 20% below suggested
Budget	\$50/day minimum – do not test below this
Seniority	Manager, Senior, Director
Function	Operations, Marketing, Finance, HR, Project Management
Company size	51-200, 201-500, 501-1000, 1001-5000
Exclude	Engineering, Information Technology
Expansion	OFF

X (TWITTER)

Cheap clicks, low conversion. Worth testing only after the other channels have a known EPC.

TW-1

Most people have had an AI tab open for two years and used it six times.

Not a discipline problem. Free content is built to be watched, not followed – no order, no ending, nothing telling you what's next.

Ten courses, one a month, in sequence. \$28/mo for 10 months.

[LINK] #ad

TW-2

Stop learning prompts. Prompts aren't the skill.

The skill is knowing which parts of your work are candidates for handing over, and how to check what comes back. That doesn't go stale when the tool updates.

21 courses, beginner to advanced, no coding. [LINK] #ad

Disclosure requirements by platform

Platform	Where disclosure must appear
Reddit	In the post or comment body, before the link
Quora	In the answer body, near the link
Pinterest	In the pin description
LinkedIn	Paid ads are labelled automatically; organic posts need #ad
X	In the post itself, #ad, not in the bio

Bio-only disclosure is not compliant on any of these platforms. FTC 16 CFR Part 255 requires it to be clear, conspicuous and adjacent to the endorsement.

Banners: Specification and Usage

Business Vision Academy · affiliate program
Document 4.1

50 files: every banner in editable **SVG** and ready-to-upload **PNG**.

A. Creatives

Slug	Product	Angle	Headline
simple-plan	AI Made Simple, \$28/mo	Structure	Ten courses. One a month. That's the whole plan.
simple-jobsec	AI Made Simple, \$28/mo	Capability	Not AI. The person who learned it first.
simple-overwhelm	AI Made Simple, \$28/mo	Overwhelm	Forty videos watched. Still freeze when you open it.
simple-instant	AI Made Simple, \$134	One payment	Ten AI courses. One payment. Permanent access.
pro-time	AI for Professionals, \$39/ mo	Time recovered	The report that takes four hours takes six minutes.
pro-instant	AI for Professionals, \$152	One payment	Eleven courses on doing professional work faster.
mastery-full	AI Mastery, \$260	Program scope	21 courses, beginner to advanced. No coding at any point.
mastery-resume	AI Mastery, \$260	Employability	The resume line you don't have yet.

B. Sizes

Size	Name	Where
300 × 250	medium rectangle	Google Display, ad networks
336 × 280	large rectangle	Google Display
300 × 600	half page	Display, native
160 × 600	wide skyscraper	Display
728 × 90	leaderboard	Display desktop
970 × 250	billboard	Display desktop premium
320 × 50	mobile banner	Display mobile
1080 × 1080	social square	Meta feed, LinkedIn
1080 × 1350	social portrait	Meta feed (largest reach), Pinterest
1080 × 1920	social story	Stories, Reels, TikTok, Shorts

`simple-plan` and `mastery-full` exist in all ten sizes. The other six creatives exist in the five highest-volume sizes: 300×250, 300×600, 728×90, 1080×1080, 1080×1920.

Filename: `slug_WIDTHxHEIGHT_name.png` — e.g. `mastery-resume_1080x1920_social-story.png`

C. Design tokens

Element	Value
Background	<code>#0A0908</code>
Border	<code>#C8A249</code> at 30% opacity, 1px
Gold (price, CTA, accents)	<code>#C8A249</code>
Primary text	<code>#FBF8F1</code>
Secondary text	<code>#8A8474</code>
Bullet text	<code>#F0E2BC</code>
Headline face	Arial / Liberation Sans, bold
Price face	Georgia / Liberation Serif, bold
CTA	Black text on a solid gold rectangle

Fonts are deliberately system fonts rather than web fonts, so the SVG renders identically on any machine without a download and the PNG matches the SVG exactly.

Vertical structure, identical in every format: product name (gold, small) → rule → headline → subhead → bullets (tall formats only) → price with full structure → CTA → brand line.

D. Every banner states the full price

\$28 · per month x 10 (\$280 total) — never \$28 alone. This is a compliance requirement, not a design preference. See document 6.1 section B.

E. File weight and platform limits

Google Display caps image assets at **150 KB**. All PNGs are within it, but compress before uploading — typically a 60–70% reduction with no visible difference.

```
pngquant --quality=70-90 --ext .png --force png/*.png
```

Meta and TikTok have no meaningful weight limit but do down-rank creatives carrying a lot of text. The **1080x1080** and **1080x1920** variants sit close to that threshold. If reach drops, use a version without the bullet list.

F. Editing

SVG files open in Figma, Illustrator, Inkscape and any text editor. To change a headline without design software, edit the text node directly:

```
<text x="20" y="52" font-family="Arial..." fill="#FBF8F1">Ten courses. One a month.</text>
```

To regenerate the whole set with new copy: the generator script `gen_banners_en.py` is included. Edit the creative dictionaries at the top of the file and run:

```
pip install cairosvg
python3 gen_banners_en.py
```

The script sizes headlines to fit the available height automatically, so longer copy will not break the layout.

G. What the banners deliberately do not contain

Omitted	Reason
Photographs, faces, stock imagery	No licensed images are included. Faces also imply a testimonial, which triggers FTC substantiation requirements.
A logo image file	The brand name is set in type. Replace with the official logo file before distributing the kit.
Earnings figures	Dollar amounts of income on customer-facing creative are an FTC and Meta policy problem.
Countdowns, "limited time"	Artificial urgency without a real deadline breaches ClickBank's terms.

H. Test sequence

Do not launch eight creatives.

Round	Test	Holding constant
1	simple-overwhelm vs simple-jobsec at 1080×1080	Format, audience, landing page
2	Winning angle across 1080×1080, 1080×1920, 300×250	Angle, audience
3	Winning set vs mastery-full	Format, audience

Minimum 100 clicks per variant. Below that the difference between two banners is noise.

Campaign Setup and 30-Day Launch Plan

Business Vision Academy · affiliate program

Document 5.1

Concrete settings, budgets and decision rules. The goal of the first 30 days is not profit — it is to find out your actual EPC on the cheapest clicks available, so that scaling decisions afterwards are arithmetic instead of hope.

Before you spend a dollar

Five numbers determine whether any of this is profitable. Three of them can only come from the vendor. Ask for them in writing.

#	Number	Who has it	Why it decides everything
1	Refund rate per product	Vendor	A 25% refund rate cuts your break-even CPC by a quarter
2	Share of subscribers completing all 10 payments	Vendor	Every subscription lifetime figure is a guess without it
3	Whether commission continues after a customer cancels	Vendor	Changes the value of the subscription path entirely
4	Cookie / attribution window	Vendor	ClickBank default is 60 days — confirm
5	Sales page conversion rate	Vendor	Lets you model spend before committing it

If the vendor cannot or will not supply 1 and 2, start with the one-time products only. They have no completion-rate uncertainty, and the money arrives on the day of the sale.

Tracking setup — do this first

Attribution failure is the most common reason affiliates spend money and learn nothing.

1. Deploy landing pages to your own domain (not a subdomain of a free host – Meta treats those as low quality).
2. Install one pixel per platform in {{AFFILIATE_PIXEL}}:
Meta Pixel + Conversions API, TikTok Pixel, GA4.
3. Configure the ClickBank Instant Notification postback to fire your platform conversion events. Browser-side pixels alone will undercount by 20-40% because the purchase happens off your domain.
4. Set every ad's destination URL with the tid parameter:
`https://yourdomain.com/simple?aff=YOURID&tid=fb-simple28-overwhelm-v1`
5. Confirm in ClickBank's analytics that tid values are arriving before you increase any budget.

Step 3 is the one people skip. Without server-side conversion data, Meta and TikTok optimise toward the wrong signal and the campaign gets worse as it spends more.

Week 1 — Discovery. \$175 total.

One channel. One product. Cheapest clicks available. The objective is a first conversion and a search terms report you can read.

CHANNEL	Google Search
CAMPAIGN	AI Made Simple – Instant (\$134)
BUDGET	\$25/day × 7 days
BIDDING	Manual CPC, bid 60-70% of the suggested first-page bid
LOCATION	United States, "People in your targeted locations"
NETWORK	Search only. Uncheck Search partners AND Display Network.
KEYWORDS	Cluster K1 only (document 1.4), exact + phrase match
NEGATIVES	Full list from 1.4, applied on day one
ADS	GS-2 and GS-3 (document 3.2)
DESTINATION	Vendor sales page, or v6-express

Why one-time first: the money comes back inside a day, so a week of spend tells you something you can act on immediately. The subscription's answer takes ten months to arrive.

Decision at day 7

Outcome	Action
1+ conversions	Continue. Promote the converting search terms to their own exact-match ad group.
0 conversions, CTR above 3%	Traffic is right, page or offer is the problem. Test a different landing page variant.
0 conversions, CTR below 1.5%	Ad copy or keyword match is wrong. Rewrite ads before adding budget.
Clicks costing over \$2	You drifted into cluster K4. Pause those terms.

Week 2 — Add the cheapest impressions. +\$30/day.

CHANNEL	TikTok
OBJECTIVE	Website conversions (Complete Payment)
BUDGET	\$30/day, one ad group
TARGETING	Broad. Age 25-54, US. No interest targeting.
PLACEMENT	TikTok feed only – disable Pangle and news apps
CREATIVES	TT-1, TT-2, TT-3 (document 3.4)
LANDING	ai-made-simple_sub_v4-quiz

Run 3 days minimum without edits. TikTok's learning phase punishes changes harder than Meta's.

Simultaneously, in Google: move any keyword that converted in week 1 into its own ad group with a tightly matched ad. This usually lowers its cost per click by improving relevance.

Running total: \$55/day.

Week 3 — Volume at a known cost. +\$40/day.

CHANNEL	Meta (Facebook / Instagram)
OBJECTIVE	Sales – Purchase
ATTRIBUTION	7-day click, 1-day view
BUDGET	\$40/day per ad set, CBO off
AD SETS	1 (do not fragment the budget at this level)
AUDIENCE	Persona P1 parameters (document 1.2)
EXPANSION	Advantage+ audience ON
PLACEMENTS	Advantage+ (automatic) – do not hand-pick during learning
CREATIVES	FB-1, FB-2, FB-3, three formats each
LANDING	v2-story or v4-quiz

Running total: \$95/day.

Do not create five ad sets at \$8 each. Meta needs roughly 50 conversions per ad set per week to exit the learning phase. Fragmenting the budget guarantees none of them ever does.

Week 4 — Highest payout. +\$40/day.

CHANNEL	Google Search
CAMPAIGN	AI Mastery Accelerator – \$260
BUDGET	\$40/day
KEYWORDS	Cluster K2 (document 1.4)
ADS	GS-6, GS-7, GS-8
LANDING	ai-mastery-accelerator_inst_v5-review

Separate campaign, separate budget. Never mix \$28 and \$260 keywords in one campaign — they compete for the same budget and the cheaper product wins the auction while earning less.

Running total: \$135/day. Roughly \$2,800 across the month.

Scaling rules

Once you have 30+ conversions and a known EPC.

Signal	Action	Do not
EPC comfortably above CPC for 5 straight days	Raise budget 20%, wait 3 days	Double the budget. It resets the learning phase.
One creative producing 60%+ of conversions	Duplicate the ad set with new creatives in the same style	Kill the other creatives immediately — you'll lose the comparison
CPC rising, conversion rate flat	Audience fatigue. Refresh creative, keep targeting.	Widen the audience
Conversion rate falling, CPC flat	Landing page or offer issue. Test a different variant.	Raise bids
A geography outperforming	Split it into its own campaign with its own budget	Leave it inside a blended campaign

The 20% rule: never increase a budget by more than 20% at a time on Meta or TikTok, and wait three days between increases. Larger jumps re-enter the learning phase and the campaign performs worse than it did before you scaled it.

Kill rules

Decide these before you launch, in writing, and follow them.

Condition	Action
100 clicks, zero conversions, single ad set	Pause the ad set
200 clicks, zero conversions, whole campaign	Pause the campaign. Something upstream is wrong.
Cost per conversion above 100% of EPC for 5 days	Pause
Refund rate above 30% on a traffic source	Pause that source regardless of front-end profit
Any policy warning from a platform	Pause immediately, fix, then appeal

The most expensive mistake in affiliate marketing is not a bad campaign. It is a bad campaign that someone keeps funding because it is nearly working.

Budget allocation once profitable

Channel	Share	Role
Google Search	35%	Highest intent, most predictable
Meta	30%	Volume
TikTok	20%	Cheapest impressions, creative testing ground
YouTube	10%	Warms cold audiences for the other three
Native / Reddit / other	5%	Exploration

Adjust to your own data. If TikTok is producing your cheapest conversions, that percentage should go up, whatever this table says.

Weekly review checklist

```
[ ] Search terms report reviewed, non-converting terms added to negatives
[ ] Any creative below 50% of the best performer's CTR paused
[ ] Refund rate checked per tid, not just in aggregate
[ ] Budget increases limited to 20%, three days apart
[ ] Landing page load time under 2.5 seconds on mobile
[ ] All pixels still firing (check in the platform's event manager, not GA)
[ ] No {{VENDOR: ...}} markers left on any live page
[ ] Disclosure visible above the fold on every landing page
```

Realistic expectations

Nothing here guarantees a result. What it does is remove the avoidable failures: untracked campaigns, budgets fragmented below the learning threshold, expensive keywords bought before cheap ones, and scaling decisions made on 40 clicks.

A first month that produces a known EPC, a working attribution setup and one channel that covers its own cost is a successful first month, even if the profit is close to zero. A first month that produces revenue with no idea which campaign generated it is a failure regardless of the revenue.

Advertising Compliance

Business Vision Academy · affiliate program
Document 6.1

Not legal advice. Have the affiliate agreement and any income-related claim reviewed by a lawyer familiar with US advertising and consumer protection law before publication.

A. Absolute prohibitions

Any of these results in commission being withheld and removal from the program.

#	Prohibited	Basis
1	Income, earnings or ROI claims	FTC Act §5, ClickBank ToS
2	Guarantees of employment, promotion or salary	FTC Act §5
3	A price without its full structure — "\$28" alone on a recurring product	ROSCA, FTC negative-option guidance, ClickBank ToS
4	Missing or buried affiliate disclosure	FTC 16 CFR Part 255
5	Brand bidding — the brand name, variants, misspellings	Affiliate agreement
6	Impersonating the vendor — sender name, domain, logo	Trademark law
7	Purchased lists, scraped addresses, spam	CAN-SPAM 15 U.S.C. §7701
8	Fabricated testimonials or invented customer stories	FTC 16 CFR Part 465
9	Countdowns or deadlines that are not real	FTC Act §5
10	Cookie stuffing, forced clicks, hidden iframes	ClickBank ToS
11	Implying accreditation or certification that does not exist	FTC, state education law
12	Targeting under-18 audiences	COPPA, platform policy
13	Medical, financial or legal outcome claims	FTC Act §5

B. Price presentation — exact wording

Recurring products with incomplete pricing are the most commonly caught violation in affiliate marketing, because it is trivially detectable.

Acceptable

```
$28 a month for ten months. $280 total.
10 payments of $28. Permanent access after the tenth payment.
$28/month × 10 – then it's yours permanently
Ten monthly payments of $28 ($280 in total)
$260 once, or ten payments of $47 ($470 total)
```

Not acceptable

```
"$28"           – no payment count
"Just $28!"      – implies one payment
"From $28"       – implies a cheaper tier that doesn't exist
"$28/mo"         – implies an open-ended subscription
"Only $28 for lifetime access" – false: permanent access follows payment ten
```

Practical test: if a reader cannot tell from the price how much they will pay in total and over how many months, the wording is non-compliant.

C. Disclosure — placement, not just presence

FTC requires disclosure to be clear, conspicuous, and **before** the endorsement. A footer-only disclosure has been an enforcement target for years.

Ready-to-use wording

Short (social, pin descriptions, X)

```
#ad · #affiliate · Paid partnership
```

Medium (email, YouTube description)

```
Disclosure: this is an affiliate link. If you buy through it, I earn a  
commission at no additional cost to you.
```

Full (landing page, blog)

```
Advertising disclosure: this page is operated by an independent affiliate  
of Business Vision Academy. If you make a purchase through a link on this  
page, the operator of this page earns a commission at no additional cost  
to you. This is not the official product page and was not written by the  
vendor.
```

Spoken (video)

```
Quick disclosure before I start – the link in the description is an  
affiliate link, so I earn a commission if you buy through it.
```

Required placement

Channel	Where
Landing page	Above the first link and in the footer
Email	In the body, adjacent to the link
YouTube	Description and spoken in the video
TikTok / Reels	In the caption, not only the bio
Reddit / Quora	In the post or answer body
Pinterest	In the pin description
LinkedIn / X	In the post itself

Bio-only disclosure is non-compliant on every platform listed.

D. Testimonials and success stories

If any customer story, name or figure is used anywhere in the funnel, all five of the following must be true:

1. The person exists and genuinely achieved the stated result
2. Written consent exists for the use of their name, image and result
3. Documentary evidence supports the stated figures
4. The **typical** result is stated alongside the exceptional one
5. Documentation is retained for the publication period plus three years

Since 2023, "results not typical" alone is insufficient. The FTC requires the actual typical result to be disclosed next to the exceptional claim.

Open items for the vendor

```
[ ] Do written consents exist for every named person used in marketing?  
[ ] Is there documentation supporting each stated figure?  
[ ] What is the median result for a program participant?  
[ ] Are video testimonials cleared for use by affiliates?
```

Until these are answered, no named testimonial should appear in any affiliate material. The landing pages in this kit deliberately contain none.

E. Standard disclaimer text

Landing page footer — results

```
Results vary from person to person and depend on the time and effort  
applied. Nothing on this page is a guarantee of employment, promotion,  
salary, income or any other outcome. Completing this program is not a  
professional qualification or an accreditation.
```

Landing page footer — pricing

```
The subscription option is ten monthly payments of $28 ($280 in total),  
after which access is permanent. The one-time option is a single payment  
of $134. Full terms, billing details and the refund policy are shown at  
checkout before you pay.
```

Affiliate-facing page — commissions

```
Commission figures describe the maximum payable when every step of the  
funnel is accepted and every scheduled payment clears. They are not a  
projection of what any affiliate will earn. Individual results depend on  
traffic, creative, audience and refund rate. No earnings guarantee is made.
```

First-person account pages (v2-story)

The account on this page is illustrative and describes a general experience with this category of tools. It is not a testimonial from a named customer and is not a claim about typical results.

F. Platform rules that catch this offer specifically

Meta — personal attributes

The rule that rejects most affiliate education ads. You may not assert or imply knowledge of a viewer's characteristics, including employment status or difficulties.

```
REJECTED "Are you falling behind at work?"
REJECTED "Worried AI will take your job?"
APPROVED "The people getting promoted this year learned one thing first."
APPROVED "Most people at most companies are quietly pretending to know this."
```

Third-person framing is the fix. Every angle in this kit touching employment is written that way already.

Google — unrealistic expectations

```
REJECTED "Get hired in 30 days"
REJECTED "Guaranteed AI certification"
APPROVED "21 courses, beginner to advanced, no coding"
```

TikTok

Income claims are prohibited outright. Prices must be complete. Before/after framing implying a guaranteed outcome is prohibited. Raw affiliate links are blocked.

Email — CAN-SPAM

Working unsubscribe, physical postal address, truthful subject line, honest header information. Sender must be the affiliate, never the vendor.

G. Consequences — for the affiliate agreement

Violations result in one or more of the following, at our discretion and without prior notice:

- withholding of unpaid commission
- reversal of paid commission on affected transactions
- removal from the affiliate program
- reporting to ClickBank
- referral to legal counsel where trademark or consumer protection law has been breached

Assets used unmodified from the official campaign kit are pre-approved. Any claim you write yourself about income, results, guarantees or outcomes must be approved in writing before it goes live.

H. Pre-launch checklist

Place this on the affiliate link generator as a required step.

```
[ ] Disclosure visible above the first link
[ ] Full price structure stated (" $28 a month for ten months, $280 total")
[ ] No income, employment, promotion or salary claims
[ ] No fabricated testimonials or customer stories
[ ] No implied accreditation or certification
[ ] No countdown or deadline that isn't real
[ ] Not bidding on the brand name or its variants
[ ] Sender name and site identity are mine, not the vendor's
[ ] Bridge page used where the platform requires it
[ ] Email: unsubscribe link and physical address present
[ ] Landing page has privacy policy, terms and a contact address
[ ] No {{VENDOR: ...}} markers left anywhere on a live page
[ ] tid parameter set per the tracking convention
```

Deployment Manual

Business Vision Academy · affiliate program
Document 7.1

How to take a landing page file from this kit and turn it into a live page with your own affiliate link in it. Written for someone who has never bought hosting or edited HTML.

Time required: about 45 minutes for the first page. About 5 minutes for every page after that.

Part 1 — Get your ClickBank ID

Nothing else works until you have this.

1. Go to `clickbank.com` and create an account (free).
2. During signup you choose a NICKNAME. This is your affiliate ID. Write it down. Example: `janedoe42`
3. Complete the tax and payment sections. ClickBank will not pay you until these are done.
4. In the Marketplace, search for the vendor and confirm you can generate a hoplink for the product.

Your nickname is the only thing that connects a sale to you. If it is wrong in the link, the commission goes to someone else and there is no way to reclaim it.

Part 2 — Understand the link

A ClickBank affiliate link looks like this:

```
https://hop.clickbank.net/?affiliate=janedoe42&vendor=homepsh&pid=SIMPLE28&tid=fb-simple28-overwhelm-v1
```

Part	What it is	Who sets it
<code>affiliate=</code>	Your ClickBank nickname	You
<code>vendor=</code>	The vendor's ClickBank account	Fixed: <code>homepsh</code>
<code>pid=</code>	Which product in the funnel	Vendor supplies these
<code>tid=</code>	Your campaign tag	You

You do not paste this link into the landing page by hand. The page builds it for you. That is the point of the setup described below.

The tracking tag

`tid` is how you find out which ad made a sale. Without it, ClickBank tells you that you made \$100 and nothing about where it came from.

```
tid = source-product-angle-version

fb-simple28-overwhelm-v1    Facebook, AI Made Simple $28, overwhelm angle, creative 1
tt-mastery260-resume-v3    TikTok, AI Mastery $260, resume angle, creative 3
gs-simple134-tasks-exact    Google Search, one-time, task angle, exact match
```

Use a different `tid` for every single creative. This is not optional bookkeeping — it is the only way to tell a profitable ad from an unprofitable one.

Part 3 — How the pages work

Every landing page in folder 02 reads its own web address and rewrites the buttons.

You publish the page once, at a fixed address. Then you point ads at it with parameters:

```
https://yourdomain.com/simple?aff=janedoe42&tid=fb-simple28-overwhelm-v1
                        |           |
                        |           |
                    your nickname  your campaign tag
```

Every button on the page then points to the correct hoplink automatically.

Why this matters: you do not need a separate copy of the page for each ad. One page, unlimited campaigns. If you run 30 creatives, you still have one file to maintain.

Part 4 — Buy a domain

You need your own domain. Do not use a free subdomain like `mypage.netlify.app` — Meta and Google both treat those as low-quality and may reject the ad.

Registrar	Approx. first-year cost	Note
Namecheap	\$9-12	Simple, includes WHOIS privacy free
Cloudflare Registrar	\$9-11	At-cost pricing, no markup on renewal
Porkbun	\$9-12	Cheap renewals
GoDaddy	\$1 first year, then \$20+	Cheap upfront, expensive later

Choosing a name: do not use the brand name or anything close to it. Brand-adjacent domains breach most affiliate agreements and can get your commission withheld.

```

BAD    businessvisionacademy-review.com
BAD    bva-courses.com
GOOD   plainaiskills.com
GOOD   theaicurriculum.com
GOOD   deskworkai.com

```

Part 5 — Buy hosting (three options)

The pages are plain HTML files. They need no database, no PHP, no WordPress. That makes hosting either free or nearly free.

Option A — Cloudflare Pages (free, recommended)

Best combination of free, fast and simple.

```

1. Create a free account at cloudflare.com
2. Go to Workers & Pages -> Create -> Pages -> Upload assets
3. Name the project, then drag your HTML files into the upload box
4. Click Deploy. The site is live in about 20 seconds.
5. Go to Custom domains -> Set up a domain -> enter your domain
6. Follow the DNS instructions shown. If you bought the domain at
   Cloudflare, this is one click.

```

Cost: \$0. No bandwidth limit that you will realistically hit.

Option B — Netlify (free)

```

1. Create a free account at netlify.com
2. On the dashboard, drag a FOLDER containing your HTML files onto
   the "deploy" area
3. The site is live immediately at a temporary address
4. Site settings -> Domain management -> Add custom domain
5. Update the nameservers at your registrar as instructed

```

Cost: \$0 up to 100 GB bandwidth a month.

Option C — Traditional shared hosting (paid)

Choose this only if you want cPanel and email on the same domain.

Host	Approx. cost	Note
Hostinger	\$3-5/mo	Cheapest usable option
Namecheap Stellar	\$2-4/mo	Same company as the registrar, simpler DNS
SiteGround	\$4-8/mo	More expensive, better support

1. Buy a plan and point your domain at it (usually automatic if the domain is with the same company)
2. Open cPanel -> File Manager -> public_html
3. Upload your HTML files there
4. A file at public_html/simple.html is live at yourdomain.com/simple.html

Making the address clean

A file called `ai-made-simple_sub_v4-quiz.html` produces an ugly URL. Rename it before uploading:

Rename to	Live address
<code>simple.html</code>	<code>yourdomain.com/simple.html</code>
<code>simple/index.html</code>	<code>yourdomain.com/simple</code> ← cleanest
<code>pro/index.html</code>	<code>yourdomain.com/pro</code>
<code>mastery/index.html</code>	<code>yourdomain.com/mastery</code>

Putting each page in its own folder named `index.html` gives you the clean version.

Part 6 — Edit the page

Open the `.html` file in any text editor. Notepad works. **TextEdit on Mac must be switched to plain text mode** (Format → Make Plain Text) or it will corrupt the file.

Better free editors: VS Code, Sublime Text, Notepad++.

There are exactly five things you need to change. Use Find (Ctrl+F / Cmd+F).

Edit 1 — Your ClickBank nickname

Search for: `YOURCBAFFID`

```
var FALLBACK = "YOURCBAFFID";    // replace before you launch
```

Change to:

```
var FALLBACK = "janedoe42";
```

This is the fallback used when someone reaches the page without an `?aff=` parameter. It should always be your own nickname.

Edit 2 — The product ID

Search for: `var PID`

```
var PID      = "SIMPLE28";
```

The values in the files are placeholders. **Ask the vendor for the real ClickBank product IDs** and replace them. If you leave a wrong value here, upsell commissions may not track. If you do not have them yet, set it to empty for now:

```
var PID      = "";
```

Edit 3 — Your contact email

Search for: `{{AFFILIATE_EMAIL}}`

Replace every occurrence with a real address you monitor. There are usually two.

```
<a href="mailto:hello@yourdomain.com">hello@yourdomain.com</a>
```

Meta rejects landing pages with no contact information. This is not optional.

Edit 4 — Privacy policy and terms

Search for: `{{PRIVACY_URL}}` and `{{TERMS_URL}}`

Both Meta and Google require a reachable privacy policy. Free generators (termsfeed.com, privacypolicies.com) produce an acceptable one in about five minutes. Publish it as `privacy.html` next to your landing page and link to it:

```
<a href="/privacy.html">Privacy policy</a>
```

Edit 5 — Your tracking pixel

Search for: `{{AFFILIATE_PIXEL}}`

You will find a comment block in the `<head>`:

```
<!-- ===== -->
<!-- AFFILIATE: paste your Meta Pixel / TikTok Pixel / GA4 tag below. -->
<!-- {{AFFILIATE_PIXEL}} -->
<!-- ===== -->
```

Replace that whole block with the code your ad platform gives you. Meta's is found in Events Manager → Data Sources → your pixel → Install code manually.

Paste it exactly as given, including the `<script>` tags.

Part 7 — Change the words and buttons

Everything visible on the page is plain text between HTML tags. You edit the text and leave the tags alone.

Change a headline

```
<h1>Ten courses. One a month. That's the whole plan.</h1>
```

Change only the text between `<h1>` and `</h1>`:

```
<h1>Ten AI courses. One a month. Start for $28.</h1>
```

Alternative headlines are listed for each page in document 2.1.

Change button text

```
<a class="btn cta" href="#">See what's inside</a>
```

Change only `See what's inside`.

Never remove `class="btn cta"` and never change `href="#"`. The word `cta` in the class is what tells the script to put your affiliate link in that button. A button without it will go nowhere.

Change a price

Prices appear in several places. Search for the number, for example `$28`.

If you change a price, change every instance, including the footer disclosure. A page advertising one price and disclosing another is both a compliance problem and a refund generator.

Change colours

At the top of every file, inside `<style>`:

```
:root{
  --paper:#FDFBF6;    /* page background */
  --ink:#1C1913;      /* body text */
  --noir:#0A0908;     /* buttons, footer */
  --gold:#A9832F;     /* accents, button underline */
  --stone:#65604F;    /* secondary text */
}
```

Change a hex value here and it updates everywhere on the page at once. Do not change colours individually further down the file.

Contrast warning: if you lighten `--ink` or darken `--paper`, check the result against a contrast checker. Low-contrast text lowers conversion and can trigger accessibility complaints on ad platforms.

Remove a section

Every section is wrapped like this:

```
<section>
  ...content...
</section>
```

Delete from `<section>` to `</section>` inclusive. Do not delete a partial section — a missing closing tag breaks the rest of the page.

Part 8 — Test before spending money

Do this every single time you deploy. It takes 90 seconds and it catches the mistake that would otherwise cost you a week of untracked traffic.

```
[ ] Open: yourdomain.com/simple?aff=YOURNICKNAME&tid=test-001

[ ] Hover over a button. The status bar at the bottom of the browser
    should show:
    hop.clickbank.net/?affiliate=YOURNICKNAME&vendor=homepsh&...&tid=test-001

    If it shows YOURCBAFFID, the ?aff= parameter is not reaching the
    script – check Edit 1.

[ ] Click the button. It should land on the vendor's sales page.

[ ] Open the page on a phone. The sticky price bar should appear at the
    bottom. The text should be readable without zooming.

[ ] Search the file for "{" – if anything is found, you have an
    unreplaced placeholder. Fix it before publishing.

[ ] Check the disclosure bar is visible at the top without scrolling.

[ ] Load the page on a phone over mobile data. If it takes more than
    3 seconds, something is wrong – these files should load in under 1.

[ ] Confirm the privacy policy link opens a real page.
```

Part 9 — Where each link goes, by channel

Channel	What you put in the ad	Why
Facebook / Instagram	<code>yourdomain.com/simple?aff=ID&tid=fb-...</code>	Meta blocks raw hoplinks
TikTok	<code>yourdomain.com/simple?aff=ID&tid=tt-...</code>	TikTok blocks raw hoplinks
Google Search	The raw hoplink, or your page	Both allowed; the raw link converts better on high intent
Google Display	<code>yourdomain.com/...</code>	Landing page required
YouTube ads	<code>yourdomain.com/...</code>	Raw hoplinks get disapproved
YouTube description	The raw hoplink	Allowed, with disclosure
Email	The raw hoplink	Allowed, with disclosure
Native (Taboola)	<code>yourdomain.com/...</code> advertorial page	Cold traffic needs the pre-sell
Reddit / Quora	Either, with disclosure	Many subreddits ban affiliate links — check first
Pinterest	Either, with disclosure in the pin	

Part 10 — Common problems

Symptom	Cause	Fix
Button goes nowhere	<code>class="cta"</code> was removed from the link	Restore <code>class="btn cta"</code>
Link shows YOURCBAFFID	<code>?aff=</code> missing from the URL, or Edit 1 not done	Add the parameter, or set FALLBACK
Commission not tracking	Wrong or missing <code>pid</code>	Get the correct product IDs from the vendor
No <code>tid</code> in ClickBank reports	Ad URL has no <code>&tid=</code>	Add it to every ad destination
Page looks broken	A tag was deleted or half a section removed	Re-copy the original file and redo the edits
Meta rejects the ad	No contact info, no privacy policy, or a <code>{{</code> placeholder left in	Complete edits 3 and 4
Page loads slowly	You added images or a web font	Remove them. These files load in under a second as supplied.
Text corrupted after editing on Mac	TextEdit saved as RTF	Format → Make Plain Text, or use VS Code

Part 11 — Recommended setup for a first launch

Domain	plainaiskills.com	(~\$10/year, Namecheap)
Hosting	Cloudflare Pages	(\$0)
Privacy policy	termsfeed.com generator	(\$0)
Email	a forwarding address	(\$0 at most registrars)
		~\$10 total

Files to publish first — three pages, not thirty-six:

```
/simple    -> ai-made-simple_inst_v6-express.html    (Google Search traffic)
/story     -> ai-made-simple_sub_v2-story.html      (Meta and native traffic)
/quiz      -> ai-made-simple_sub_v4-quiz.html    (TikTok traffic)
/privacy   -> privacy.html
```

Add more pages only after one of these has produced a conversion. Deploying all 36 before you know whether the offer converts creates 36 things to maintain and zero extra information.

Part 12 — Giving these pages to your own affiliates

If you are the vendor distributing this kit rather than an affiliate using it:

Do not publish the pages yourself and give affiliates one shared URL. Every affiliate needs the link to carry their own nickname, and a shared page means one person's pixel and one person's commission.

Do distribute the HTML files and this manual together, and host a copy of each page yourself only as a working demo, with your own nickname removed.

A useful middle option: host the pages centrally and require the `?aff=` parameter, so affiliates who cannot manage hosting still have something to send traffic to. The trade-off is that they cannot install their own pixel, which makes paid traffic much harder for them to optimise. Serious media buyers will host their own regardless.

Conversion Review and Known Weaknesses

Business Vision Academy · affiliate program
Document 8.1

An honest assessment of what these pages will and will not do, and what would improve them most. Written so that money goes to the highest-impact fix rather than the most visible one.

A. The single largest gap: no social proof

There is not one testimonial, review score, student count, screenshot or logo anywhere in this kit. That is deliberate — see 6.1 \$D — but it is also the biggest conversion cost.

In consumer education, social proof is normally the **second-strongest element on the page after the price**. Its absence is worth an estimated 20–40% of conversion rate against an otherwise identical page that has it.

It was left out because FTC rules since 2023 require, for any testimonial:

1. The person exists and achieved the stated result
2. Written consent for name, likeness and result
3. Documentary evidence of the figures
4. The **typical** result stated alongside the exceptional one
5. Records retained for the publication period plus three years

Inventing a "Sarah M., Marketing Manager" is the single fastest way to lose a ClickBank account and attract an FTC complaint. It is common in this niche and it is unlawful.

Highest-return action available: get the vendor to supply three or four documented, consented testimonials plus a median outcome figure. Adding a compliant proof block will almost certainly outperform every other change in this document combined.

Until then, the pages substitute what proof they legitimately can: specificity (named tasks with before-and-after times), a "who this isn't for" section on the review variant, and explicit acknowledgement that the material is available free elsewhere. Specificity is a weak substitute for proof, but it is a real one.

B. Second gap: no video

Every high-performing offer in this category uses video, usually a VSL of 8–20 minutes. These are text pages. Text converts, but at this price point video normally converts better, particularly for the \$260 product where the decision is larger.

What would help most, in order:

1. A 60–90 second explainer on each landing page, showing the actual course interface
2. A screen recording of one real task being done — the spreadsheet cleanup is the best candidate, because it is the one people assume requires skills they lack
3. Testimonial video, once consents exist

The `v2-story` and `v3-listicle` pages have obvious insertion points after the third item.

C. Third gap: no imagery at all

The pages are pure typography. That is fast and clean, and it is also unusual for the US consumer market, where faces and product screenshots are the norm.

No images were included because there is no licensed image library in the kit, and because faces imply a testimonial and trigger the substantiation problem in \$A.

What to add, in order of value:

Asset	Effect	Cost
Screenshots of the actual course platform	High — proves the product exists	Free, needs vendor
A short screen recording of one task	High	Free, needs vendor
Instructor photo with a real name	Medium-high — establishes who is teaching	Free, needs consent
Stock photography of people at desks	Low. Often negative.	\$10–30/image

Generic stock photography of smiling people in offices is the one addition likely to make these pages **worse**. It signals advertisement, and every reader in this demographic has learned to discount it.

D. What was changed in this revision

Three additions, all aimed at mobile, where most of the traffic will arrive.

1. **Sticky bottom price bar on mobile.** Price and a button pinned to the bottom of the viewport below 860px. This is normally the largest single mobile conversion improvement available on a long page, because it removes the requirement to scroll back up to act.
2. **Trust row under the hero.** Three scannable facts — no coding, course count, permanent access — immediately below the first CTA. Answers the three most common disqualifying questions before the reader has to look for them.
3. **Risk-reversal strip above every price block.** Names the cancellation or no-renewal position immediately before the number, rather than leaving it to the FAQ. Price objection and risk objection are usually the same objection, and they should be answered in the same eyeful.

E. Layout and colour: honest assessment

What is working

- **System fonts, no web font request.** Pages load in well under a second. Load time is a real ranking and quality factor on both Google and Meta, and it is where most affiliate landing pages lose 10–20% of their traffic before the page even renders.
- **Single column, one idea per screen.** Correct for mobile-first traffic.
- **Large tap targets, high contrast body text.** Meets accessibility thresholds.
- **Cream background rather than pure white.** Reads as editorial rather than as a sales page, which matters for the native and Reddit traffic where the advertorial variants run.

What is arguable

- **Gold and black is a luxury palette.** It suits a premium program; it does not obviously suit a \$28 entry price. A more conventional high-contrast palette — white background, a single saturated accent — is the safer direct-response choice and would be a legitimate A/B test. The gold was chosen because it matches the existing brand identity, not because it is optimal for conversion.
- **The serif headline face** reads considered and slightly formal. For the P1 and P5 personas that is probably right. For TikTok traffic a heavier sans might land better. Worth testing on the quiz page specifically.
- **The pages are text-dense** by current standards. That is a deliberate trade for the advertorial variants and probably wrong for `v6-express`, which could lose another 30% of its length.

What is likely a real weakness

- **No above-the-fold price on four of the six variants.** `v1`, `v2`, `v3` and `v4` require scrolling before a number appears. This is standard advertorial practice, but it costs conversion on high-intent traffic. The sticky mobile bar partially fixes this; on desktop it is unaddressed.
- **No exit-intent capture, no email capture anywhere.** Every visitor who leaves is gone. The quiz page in particular is a natural email capture point and does not use it. Building a list would compound over time in a way that paid clicks do not.
- **No FAQ schema markup**, so the FAQ sections do not generate rich results in search. Irrelevant for paid traffic, relevant if any of these pages are ever indexed.

F. Will the persona strategy work? A per-persona verdict

P1 Stalled Starter — likely yes, with a cash flow problem

Cheapest audience to reach, broadest, lowest price point. This is the right starting persona.

The problem is the arithmetic of the subscription on paid traffic. Worked through:

\$28/month subscription, \$21 commission on the first payment.
At \$1.00 CPC and a 1.5% conversion rate, the cost per sale is \$67.
The first payment returns \$21.

You are \$46 underwater on each sale for roughly three months, and only profitable if the customer stays past month four.

That is survivable with capital and fatal without it. **On paid traffic, send P1 to the one-time product, not the subscription** — \$134 returns \$100.50 against the same \$67 acquisition cost, profitable on day one. Use the subscription for organic, email and content traffic where the click cost is zero.

This is the most consequential point in this document and it partially contradicts the intuitive read of the commission table, where the subscription looks worth 2.3× more.

P2 Overloaded Manager — the LinkedIn plan does not work

LinkedIn CPCs in the US professional segment typically run \$8–15. Commission on AI for Professionals at \$152 is \$114.

At \$10 CPC, break-even requires a 8.8% click-to-sale rate.
Realistic cold-traffic conversion on an offer like this: 1-2%.

That is a factor of five short. **LinkedIn should not be used for this offer** at this price point unless the vendor adds a materially higher-priced product. The document 1.2 LinkedIn section is included for completeness; the honest recommendation is to skip it and reach P2 through Google Search cluster K3 instead, where clicks are \$1–3.

P3 Career Switcher — the strongest economics in the kit

\$260 product, \$195 commission.
Google Search cluster K2 at an estimated \$1-3 CPC.
Break-even at \$2 CPC requires roughly a 1% conversion rate.

That is achievable on high-intent search traffic. This persona has the best ratio of payout to click cost of any combination in the kit, and it is the one to scale first if the early tests are ambiguous.

The constraint is volume, not economics. Search volume for these queries is limited, so this persona will produce reliable but capped revenue.

P4 Solo Operator — plausible, hard to reach cheaply

Good product fit and a buyer who thinks in ROI. The difficulty is that this audience is expensive on Meta and hostile to advertising on Reddit. Treat it as a secondary expansion once P1 or P3 is working, not a launch persona.

P5 Worried Employee — strongest angle, highest policy risk

Employment anxiety is the most emotionally live angle available and would almost certainly produce the best raw response rates. It is also the one most likely to get an ad account restricted, because Meta's personal attributes policy prohibits implying knowledge of a viewer's circumstances.

The copy in this kit is written in the third person for exactly this reason, which blunts the angle to keep it compliant. That is the correct trade, but be aware you are running a deliberately weakened version of the strongest message.

G. Honest overall verdict

These are good pages. They are not maximally converting pages, and nothing that omits social proof and video can be.

What they do well: they load fast, they read as written by a person rather than assembled from a template, they answer objections in the order people have them, and they will not get an account banned. That last point is worth more than it sounds — most affiliate landing pages in this niche carry at least one violation that will eventually cost the operator their traffic source.

What they do not do: prove anything. Every claim on these pages rests on the reader finding the argument reasonable, because there is no evidence available to show them.

Ranked list of what to fix, by expected return:

Rank	Action	Depends on
1	Documented, consented testimonials plus a median outcome figure	Vendor
2	Real course titles replacing the <code>{{VENDOR:}}</code> placeholders	Vendor
3	Screenshots or a screen recording of the actual product	Vendor
4	Refund rate and subscription completion rate, so ROI can be modelled	Vendor
5	A 60–90 second explainer video per product	Vendor or affiliate
6	Email capture on the quiz page	Affiliate
7	A/B test: gold palette vs conventional high-contrast direct response	Affiliate
8	Shorten <code>v6-express</code> by a third	Affiliate

Six of the eight highest-return improvements are blocked on the vendor, not on design work. That is the real finding of this review. Further iteration on layout and colour is low-return until items 1 through 4 exist.

Getting Real Social Proof, Fast

Business Vision Academy · affiliate program
Document 8.2

The landing pages now contain a **What buyers say** section with three empty, clearly marked slots. This document explains how to fill them lawfully, and why the slots were left empty rather than filled with invented names.

A. Why the quotes were not written for you

A fabricated testimonial on a US commercial landing page is not a grey area. It is deceptive advertising under **FTC Act §5** and, since August 2023, under the **Rule on the Use of Consumer Reviews and Testimonials, 16 CFR Part 465**, which explicitly prohibits fake reviews and testimonials and authorises civil penalties per violation.

The practical consequences, in the order they usually arrive:

Consequence	How it happens
ClickBank account termination	Compliance review, competitor report, or a refund complaint referencing the quote
Ad account permanent ban	Meta and Google both prohibit fabricated endorsements
Payment processor withdrawal	Chargebacks referencing misrepresentation
FTC civil penalty	Per-violation, and each page view can count
Personal liability	Officers can be named where they directed the conduct

There is also a purely commercial argument. Invented testimonials in this niche read as invented. "Sarah M., Marketing Manager, saved 12 hours a week" is a format every buyer in this demographic has learned to discount. A page with no testimonials outperforms a page with obviously fake ones.

So the slots are empty and marked. They are wired into the layout, styled, and responsive. The moment you have real quotes they take five minutes to fill.

B. What a compliant testimonial requires

All five, for every quote you publish:

1. **The person exists** and genuinely achieved what the quote describes
2. **Written consent** for the use of their name, likeness and statement
3. **Documentation** supporting any figure mentioned (hours saved, outcome, result)
4. **The typical result disclosed** alongside the quote, if the quote is not typical
5. **Records retained** for the publication period plus three years

Point 4 is the one that catches people. Since 2023, "results not typical" is not a fix. If you publish an exceptional result you must state what the ordinary result actually is.

C. The fastest lawful way to get four testimonials

This takes about ten days and costs the vendor nothing but access.

Step 1 — Identify candidates (day 1)

Pull twenty existing customers who completed at least three courses. If the product is new and there are none, give twenty free accounts to people in the target demographic — non-technical office workers, managers, freelancers. Free access in exchange for an honest review is lawful, **provided the fact that access was given free is disclosed** alongside the testimonial. That disclosure is short and does not meaningfully hurt credibility.

Step 2 — Ask a specific question (day 1)

Do not ask "what did you think?" You will get "great course, highly recommend", which is worthless on a landing page.

Ask instead:

What is one specific task at work that you now do differently, and roughly how long did it take before compared with now?

Specific answers convert. Vague praise does not.

Step 3 — Get written consent (day 2 onwards)

A short email is sufficient. Keep the reply.

Subject: Permission to quote you

Hi [Name],

Thanks for that. Can I use your comment on our website?

I'd publish it as: "[EXACT QUOTE]" – [First name, Last initial], [role], [city].

Reply "yes" to this email and I'll take that as your permission. You can ask me to remove it at any time and I will, within 48 hours.

[If applicable] I'll also note that you received free access to the program in exchange for an honest review.

Thanks,
[Name]

Step 4 — Establish the typical result (day 5)

Send one question to everyone who has completed at least three courses:

Roughly how much time per week, if any, do you now save on work tasks because of this program?

Take the **median** of the replies. That number is what you publish next to any exceptional quote. If the median is small, publish the small number — a modest, honest figure is credible and safe, and an inflated one is neither.

Step 5 — Fill the slots (day 10)

Search each HTML file for `class="quote slot"` and replace the block.

D. Exact markup to paste in

Replace one slot block with this:

```
<div class="quote">
  <p>"The monthly report used to take me most of a Friday morning. Now
  it's about twenty minutes and I spend the rest of it checking the
  numbers rather than assembling them."</p>
  <p class="who"><b>Rebecca L., operations coordinator</b>
  Completed 6 of 10 courses &middot; Denver, CO</p>
</div>
```

If free access was given in exchange for the review, add it to the attribution line:

```
<p class="who"><b>Rebecca L., operations coordinator</b>
Completed 6 of 10 courses &middot; Received free access in exchange for an honest review</p>
```

Then, immediately below the three quotes, replace the vendor note with the typical-result line:

```
<p style="font-size:.84rem;color:var(--stone);margin-top:14px">
Individual results vary. Across participants who completed at least three
courses, the median reported time saved was [X] hours per week. The quotes
above are individual experiences and are not a promise of any particular
outcome.</p>
```

Do not publish the section at all until you have at least two real quotes and the median figure. Delete the whole `<section>` in the meantime — the pages are designed to work without it.

E. Proof you can publish today, without any consent

The pages already use these. They are factual attributes of the product, not endorsements, so they carry no substantiation burden beyond being true.

Element	Where it appears	Why it works
Course count in a numbered grid	Hero visual	Shows the buyer exactly what they receive
Total study hours	Proof strip	Sets a realistic expectation, which reduces refunds
"0 lines of code"	Proof strip	Answers the main disqualifying fear
Permanent access	Proof strip and offer card	Removes the subscription-trap objection
Named tasks with before-and-after times	Story and listicle variants	Specificity substitutes for proof better than adjectives
"Who it isn't for" section	Review variant	Disqualifying people is the strongest credibility signal available without testimonials

The last one is worth stating plainly: a review page that names four types of buyer who should not purchase reads as more trustworthy than any five-star quote block. That section is doing the job of social proof right now.

Additional proof the vendor can supply without consents

- Screenshots of the actual course platform
- A screen recording of one lesson or one completed task
- The instructor's real name, background and photo
- Total number of enrolled students, if it is a number worth stating
- The refund rate, if it is low — a published low refund rate is powerful and entirely factual

Every item on that list is stronger than an invented quote and none of them carries legal risk.

F. What to do about ratings and star counts

Do not add stars, review scores or "4.8/5 from 2,300 students" unless the underlying reviews exist and are collected through a system you can produce on request. Aggregate ratings are covered by the same 2023 rule as individual testimonials.

If genuine reviews exist on a third-party platform, link to them rather than restating the score. A link a buyer can check is worth more than a number they cannot.