

# THE PLATINUM PARTNER AFFILIATE GROWTH PLAYBOOK

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A launch-ready marketing program, onboarding manual, and 90-day execution strategy

Prepared for TMI & Associates • Own Your Quest • My Platinum Partner | October 14, 2026

## PROGRAM POSITIONING

**Help people build skills, systems, and financial confidence—not just chase commissions.**

The Platinum Partner ecosystem brings together affiliate marketing education, business-building tools, mentoring, financial education, and practical resources. The affiliate's job is to guide each prospect to the right first step, not to overwhelm them with every product.

### **The compelling promise**

“One community. One practical roadmap. Multiple ways to learn, build, and grow—with training and a real person to help you choose your next step.”

### **Important distinction**

This manual proposes a unified affiliate marketing campaign. It does NOT establish that Platinum Partner currently pays a particular affiliate commission. Third-party offers may have separate affiliate terms, fees, eligibility rules and tracking. Verify all terms before launch. Earnings are never guaranteed.

# 1 | Website review: what is already there

Public-facing pages reviewed on October 14, 2026 (some subpages reflect earlier crawls).

| Current asset                                  | Role in proposed affiliate journey                                  |
|------------------------------------------------|---------------------------------------------------------------------|
| Main site & testimonials                       | Brand trust, founder story, case-study/social-proof entry point     |
| Getting Started portal                         | Six-step onboarding pathway and program selection                   |
| Free success eBook / Platinum Partner Playbook | Primary lead magnet and nurture content                             |
| Free Skool education community                 | Low-friction community entry and ongoing engagement                 |
| Affiliate Mentor / Super Affiliate Funnel      | Optional affiliate-oriented tools and education                     |
| Home Business Academy / lead systems           | Optional funnel-building and lead-generation offers                 |
| Financial Fitness & Beyond / You Inc.          | Financial education, personal/business development tracks           |
| Tax Shop Vault                                 | Useful tax, business, credit, and money-management resource library |
| Strategy session                               | Human-assisted needs assessment and recommended next step           |

## Observed site friction: recommended fixes

- Many offers compete for attention. Establish one prominent “Start Here” funnel, then route by visitor goal.
- The affiliate-program navigation target did not load in the review. Restore or replace with an accessible program details page.
- Publish a clear eligibility / commission disclosure page before recruiting affiliates; distinguish TMI services from external affiliate partners.
- Check and update product prices, broken links, disclaimers, testimonials permissions, accessibility and mobile conversion before paid traffic.
- Add conversion tracking, consent language, source tagging, and a written owner for each funnel step.

## Offer inventory observed—not a price guarantee

The site currently displays Attraction Marketing training at \$27 one-time, Affiliate Mentor at \$25 one-time, Home Business Academy at \$25/month, and a marketing system at \$12/month. Reconfirm vendor pricing and affiliate eligibility before publication.

## 2 | Proposed flagship campaign

### Campaign: YOUR BUSINESS. YOUR PLAN. YOUR NEXT 90 DAYS.

Primary CTA: “Get the Free Platinum Partner Starter Kit.” Secondary CTA: “Book a Free 30-Minute Strategy Session.”

Starter Kit = existing success eBook + quick-start checklist + 90-day planner + short video orientation + link to the free education community. The checklist and planner are proposed new assets; the ebook/community are already advertised.

### Three audience-specific entry tracks

| Audience                 | Pain point / hook                                                   | Recommended first experience                                     |
|--------------------------|---------------------------------------------------------------------|------------------------------------------------------------------|
| Affiliate beginner       | “I want to learn online marketing but need a clear starting point.” | Free Starter Kit → orientation → affiliate skills training       |
| Small-business owner     | “I need more leads and a repeatable follow-up system.”              | Free Starter Kit → lead-system demonstration → strategy session  |
| Household / professional | “I want to improve my money decisions and financial literacy.”      | Free Starter Kit → Financial Fitness / You Inc. educational path |

### Simple conversion architecture

Short social content / referral / email → goal-specific landing page → consent-based email signup → 5-minute welcome video → free starter kit → 3-question goal survey → 7-day email education → live/replay orientation → optional strategy session → suitable program selection → onboarding → weekly progress support.

### Page headline and copy

HEADLINE: Build Your Next Chapter With a Clear Plan.

SUBHEAD: Learn the skills, tools, and habits behind building a business and managing money —with guided education and a supportive community. Start free; decide your next step after exploring the options.

BUTTON: Send Me the Free Starter Kit.

TRUST LINE: Education first • Transparent options • No income promises.

## 3 | Affiliate offer, benefits, and governance

### Recommended affiliate value proposition

- Free onboarding orientation and standard training sequence.
- Approved marketing assets: landing-page copy, two short videos, social captions, email templates, FAQs, and compliance disclosures.
- Personalized tracked referral links only for offers where written program rules allow them.
- Weekly group office hours; monthly skills clinics; optional peer accountability groups.
- A progress dashboard covering referrals, opt-ins, conversations, offers presented, conversions and retention.
- Recognition for customer satisfaction, helpfulness and consistency—not just top earnings.

### Compensation design: do not publish until approved

Determine: (1) exactly which TMI products/services are commissionable; (2) which third-party programs pay directly; (3) fixed versus percentage reward; (4) attribution window and link assignment; (5) refunds/chargebacks; (6) payout threshold/cadence; (7) exclusions and applicable licensing, disclosure and regulatory conditions. Obtain a written agreement and avoid duplicative commissions on third-party products without permission.

### Recommended policy

Pay, if authorized, for genuine customer referrals or qualified purchases of real services—not recruitment by itself. Disclose affiliate relationships clearly. Do not promise specific earnings or wealth outcomes, claim that results are typical without substantiation, buy lists, spam contacts, use misleading testimonials, or imply that individualized tax/investment advice is being supplied by unqualified affiliates.

### Launch-readiness owner checklist

- Business owner signs off on approved offers, payout terms and brand standards.
- Legal/compliance reviewer approves FTC disclosures, email/SMS consent workflows and earnings claims.
- Operations tests forms, links, calendar booking, lead attribution and unsubscribe mechanism.
- Trainer runs a pilot with 5–10 affiliates, collects questions and revises lesson sequence.

## 4 | Training manual: first 7 days

| Day                  | Action                                                                             | Done when...                                     |
|----------------------|------------------------------------------------------------------------------------|--------------------------------------------------|
| <b>1: Understand</b> | Review site, offer map, code of conduct and Starter Kit.                           | Can explain the 3 audience tracks in 30 seconds. |
| <b>2: Set up</b>     | Join community; register with authorized affiliate platforms; save approved links. | All links tracked and test clicks work.          |
| <b>3: Position</b>   | Pick ONE target audience and write a one-sentence introduction.                    | Audience and promise are specific.               |
| <b>4: Build</b>      | Publish approved social bio, landing link, intro video and disclosure.             | A visitor can sign up on mobile.                 |
| <b>5: Connect</b>    | Make a respectful list of 25 opted-in or personally known contacts.                | No scraped or purchased contacts.                |
| <b>6: Practice</b>   | Role-play invitation, qualifying questions, a no-pressure invitation.              | Can answer 5 common objections accurately.       |
| <b>7: Launch</b>     | Publish first educational posts and invite people to the free resource.            | Track first visits, signups and feedback.        |

### The 30-second explanation

“Platinum Partner is an education and mentoring platform that helps people build skills in business, online marketing, and financial literacy. We start with free resources and an orientation, then help people choose a program that fits their goals. Would you like the free Starter Kit?”

### First-contact guidelines

Ask permission before sending a link. Start with the person’s goal. Explain that some optional third-party tools may charge fees and compensate referrers. Make it easy to decline.

## 5 | The five-stage success system

Training integrates the Five Stages of a Project: Formulation → Concentration → Momentum → Stability → Mastery.

| Stage                        | Affiliate behavior                                      | Evidence of progress                              |
|------------------------------|---------------------------------------------------------|---------------------------------------------------|
| 1. Formulation   Week 1      | Choose audience, objective, ethical position and offer. | Written 90-day plan and working funnel.           |
| 2. Concentration   Weeks 2–3 | Focus on one lead magnet and two content channels.      | Consistent publishing and tracked opt-ins.        |
| 3. Momentum   Weeks 4–6      | Follow up, hold conversations, improve the funnel.      | Repeatable weekly activity and early conversions. |
| 4. Stability   Weeks 7–10    | Document routines, segment leads and monitor results.   | Consistent reporting and sustained engagement.    |
| 5. Mastery   Weeks 11–13+    | Coach others, test new angles, raise service quality.   | Strong retention and ethical duplication.         |

### Daily 60-minute operating rhythm

| Minutes | Action                                                    |
|---------|-----------------------------------------------------------|
| 10      | Learn: review one approved lesson and plan the day.       |
| 15      | Create: publish or schedule useful content.               |
| 15      | Connect: answer comments, send permission-based outreach. |
| 10      | Follow up: respond to opted-in leads and schedule calls.  |
| 10      | Measure: update tracker and plan the next improvement.    |

### Weekly operating rhythm

Monday: plan theme and target. Tuesday–Thursday: teach, invite, follow up. Friday: host/attend live orientation. Saturday: review results and refresh content. Sunday: optional rest and reflection.

## 6 | 90-day campaign calendar

| Period             | Campaign deliverables                                                                       | Operating target<br>(illustrative, not forecast)            |
|--------------------|---------------------------------------------------------------------------------------------|-------------------------------------------------------------|
| <b>Weeks 1–2</b>   | Verify terms, set up links, choose one audience, prepare 10 posts, test Starter Kit funnel. | 5 educational posts/week; 10 respectful conversations/week. |
| <b>Weeks 3–4</b>   | Run first live orientation, start 7-day email nurture, gather FAQs.                         | 15 conversations/week; 1 orientation/week.                  |
| <b>Weeks 5–6</b>   | Test second hook, turn common questions into short videos, collect consented testimonials.  | 2 video shorts/week; 1 weekly review.                       |
| <b>Weeks 7–8</b>   | Add referral partner outreach and follow-up segmentation.                                   | 5 relevant partner approaches/week.                         |
| <b>Weeks 9–10</b>  | Improve opt-in page based on actual data; host case-study Q&A.                              | 1 controlled funnel experiment every 2 weeks.               |
| <b>Weeks 11–13</b> | Consolidate winners, document SOP, train next cohort, audit compliance.                     | 1 documented playbook and 1 retention review.               |

### Measurement dashboard

Track weekly: landing-page visitors; free-kit opt-ins; opt-in rate = opt-ins / visitors; qualified conversations; booked sessions; show rate = attended / booked; program enrollments; enrollment rate = enrollments / attended sessions; refunds; support issues; unsubscribes; gross commissions and costs by offer. Set goals only after a baseline emerges.

Illustration ONLY: 500 visitors × 20% opt-in = 100 subscribers; if 20 book a call and 12 attend, the show rate is 60%. Any enrollments or affiliate income depend on fit, actual agreements and performance; none are assumed.

## 7 | Ready-to-use promotion assets

### Social post: beginner

“You don’t need 20 business ideas. You need one clear starting point. I’m sharing a free Platinum Partner Starter Kit with an education-first roadmap for affiliate skills, business-building tools and financial literacy. Comment START or message me and I’ll send the resource. Some optional programs are paid, and referral compensation may apply.”

### Social post: small business

“More leads are useful only if you have a way to follow up. The Platinum Partner resource center introduces marketing education, systems and a guided strategy process. Want a free starting checklist? Message PLAN. I may earn a referral commission from optional paid services.”

### Invitation DM (permission-based)

“Hi [Name], I saw your interest in [goal]. I found a free guide and training community that may help you explore options. Would it be useful if I sent the link? No obligation.”

### After permission is given

“Here’s the free Starter Kit: [unique approved link]. The overview covers several learning tracks. Some linked tools are provided by independent companies and may pay me for referrals. What are you most interested in improving first?”

### Strategy-session invitation

“Based on what you shared, a free 30-minute strategy conversation could help clarify your goals and which resources are relevant. Would you like the booking link? This is a discovery conversation, not a promise of income or personalized financial advice.”

### Three short video ideas

- “The biggest mistake new affiliates make: marketing everything to everyone.” Hook → one audience → one helpful free resource → invitation.
- “Three questions before choosing a business tool.” Goal, time available, cost tolerance → show the three tracks.
- “Why financial literacy matters to entrepreneurs.” Budget, records, reinvestment → invite to free education.

## 8 | Seven-message nurture sequence

| Day / subject                  | Core message / CTA                                                            |
|--------------------------------|-------------------------------------------------------------------------------|
| 0 — Welcome: your first step   | Deliver Starter Kit; ask them to select their goal.                           |
| 1 — A simpler way to begin     | Explain one audience, one outcome, one channel; link to short orientation.    |
| 2 — The program map            | Introduce the 3 tracks and note that optional services may have fees.         |
| 3 — Build before you scale     | Teach a practical lesson: lead magnet + follow-up + consistency.              |
| 4 — Financial fitness matters  | Share an actionable budgeting/organization tip and related free resources.    |
| 5 — Frequently asked questions | Discuss time required, learning curve, costs, transparency and no guarantees. |
| 7 — Make a plan                | Invite them to a free, optional strategy session or ongoing free community.   |

Each email must include sender identification, an honest subject, disclosure where material, and an appropriate unsubscribe method for commercial mail. SMS requires separate permission and applicable compliance controls.

### Webinar / orientation (25 minutes)

0–3 min: whom Platinum Partner helps. 3–8: the five-stage roadmap. 8–14: free resources and three learning tracks. 14–19: sample weekly routine. 19–23: common questions, fees/disclosures and realistic expectations. 23–25: free-kit / optional session CTA.

## 9 | Prospect qualification & objection guide

### Five discovery questions

- What are you trying to improve in the next 90 days?
- Do you primarily want marketing skills, business leads, or better money management?
- How much time can you realistically spend each week?
- Would you prefer free education first, or are you considering a paid tool?
- What would make this a useful experience even if it produced no affiliate income?

### Common questions

“How much can I make?” → “There is no guaranteed income. Outcomes depend on skills, effort, audience, costs, and the specific approved affiliate terms. I can show you the training and written disclosures.”

“Do I have to buy something?” → “The public site advertises free resources and a free community, while some optional programs are paid. We will identify the right fit before you decide.”

“Which one should I join?” → “Tell me your goal first. Different education and tool options suit different needs.”

“Is it automated?” → “Some tools automate parts of the workflow, but content, consent, follow-up, service, and compliance still need people.”

### Service-first closing

“From what you told me, I suggest starting with [free resource]. If it helps, we can explore [relevant program] and review its current costs, eligibility and disclosures together. Would you like that?”

## 10 | Execution checklist and launch decisions

### Affiliate completion checklist

- I understand the brand purpose and can explain the three audience tracks.
- I have a tested, authorized referral link and clear material-connection disclosure.
- I completed the free educational resources and know the optional paid offers.
- I have selected one audience and created five helpful posts.
- I have tested mobile opt-in, automatic follow-up and scheduling.
- I use consent-based outreach and accurately answer earnings/cost questions.
- I update my KPI scorecard weekly and meet with an accountability partner.
- I prioritize genuine customer outcomes and a good experience.

### Decisions TMI must make before full rollout

| Decision                                                     | Recommended owner             |
|--------------------------------------------------------------|-------------------------------|
| Name and written terms of the affiliate program              | TMI leadership + legal review |
| Offer-by-offer commission eligibility and vendor permissions | Operations / partner manager  |
| One canonical starter landing page and CRM tags              | Web / marketing administrator |
| Affiliate application and approval criteria                  | Program manager               |
| Email/SMS privacy, disclosures and consent                   | Compliance lead               |
| Weekly live orientation host and booking capacity            | Training lead                 |
| Quality assurance, claims review and scorecard               | Program manager               |

### Public sources reviewed

<https://www.myplatinumpartner.com/>

<https://www.myplatinumpartner.com/platinum-partner-portal-home>

<https://www.myplatinumpartner.com/platinum-partner-community-education-training>

<https://www.myplatinumpartner.com/platinum-partner-resources>

<https://www.myplatinumpartner.com/tax-shop-vault>

<https://myplatinumpartner.info/ffb>

Prepared as a proposed marketing and training framework, not as a representation of income potential, payout terms, professional advice or verified vendor endorsement.