



## Strategic Affiliate Product Placement & Consultation Offers

This internal guide explains how to integrate affiliate products and consultation offers into the **Bloating Myth-Busting Email Course** without undermining trust. FitNature's mission is to educate first and monetize ethically.

### Placement Strategy

- **Prioritize education:** Each email should lead with science-backed insights. Affiliate promotions are secondary and should appear after you've debunked the myth and provided actionable tips. Avoid front-loading product links.
- **Use natural transitions:** Introduce products as optional tools that complement the advice. For example, after explaining that probiotics can be hit-or-miss, suggest a gentle enzyme product for those who need extra support.
- **Limit quantity:** Include no more than 1–2 affiliate links per email. More links can feel like a hard sell and reduce credibility.
- **Highlight categories, not brands:** Use placeholders like `[AffiliateProduct1]` for digestive enzymes or `[AffiliateProduct3]` for a food/symptom tracker. This allows you to swap specific products later without rewriting the content. In consultation offers, use `[ConsultationOffer]` to denote a booking call-to-action.
- **Disclose relationships:** In your footer or welcome email, briefly mention that some links are affiliate links and that you may earn a commission at no additional cost to the reader. Transparency builds trust.
- **Soft CTAs:** Use gentle phrases ("if you'd like extra support...") rather than urgent commands ("buy now"). Encourage readers to make informed decisions at their own pace.
- **Follow compliance guidelines:** Ensure that product claims align with evidence. Do not suggest that supplements cure or prevent disease. Link to credible resources to support any claims you make.

### Consultation Offers

- Position consultations as an extension of education. After explaining when persistent bloating warrants professional help, invite readers to book a session.
- Use the placeholder `[ConsultationOffer]` for links to your booking calendar. Keep language inviting and supportive (e.g., "ready for personalized guidance?").
- Offer a special discount or bonus for course graduates to encourage conversion.

By following these guidelines, you'll nurture your audience with valuable insights while ethically monetizing through relevant products and services.