## 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.