

FREE WORKBOOK

How to Become an **Amazon Associate**

A step-by-step, fill-in-the-blanks guide to getting approved and making your first sale — whether you have 10 followers or 100,000.

✓ No follower minimum

✓ Works on any platform

✓ Updated for 2026 rules

INSIDE THIS WORKBOOK

Sign-up checklist · Niche finder · Commission guide · Link tracker

EDITION
2026

START HERE

Welcome — here's how this workbook works

This isn't a theory lesson. It's a working document. Print it, or fill it in on your device, and by the end you'll have an active Amazon Associates application, a plan for what to promote, and a system for tracking it.

One thing before you start: **you do not need a large following to do this.** Amazon's application asks for a platform (a website, YouTube channel, or social profiles like TikTok/Instagram), not a follower count. The steps below work the same whether you're starting from zero or already have an audience.

0

FOLLOWERS REQUIRED

\$0

COST TO JOIN

6

SECTIONS IN THIS WORKBOOK

What's inside: Section 1 is a sign-up checklist. Section 2 helps you pick what to promote. Section 3 explains how commissions actually work in 2026 (this changed recently — see below). Section 4 covers the 180-day rule you must hit after approval. Section 5 is a link-tracking template. Section 6 is a compliance checklist so your content stays within Amazon's rules.

Work through this in order — each section builds on the last.

SECTION 1

1

The Sign-Up Checklist

Work through this in order. It applies whether you're applying with a website or with a social profile like TikTok, YouTube, or Instagram.

☐ **Pick your platform(s)**

A website, a YouTube channel, an app, or social handles (TikTok, Instagram, etc.) all qualify. You'll list at least one during sign-up — you can add more later.

☐ **Have some content live first**

A handful of real posts/videos on your platform before you apply. It doesn't need a big audience — it needs to show Amazon what you'll actually be promoting on.

☐ **Go to affiliate-program.amazon.com and create your account**

Sign in with your existing Amazon account or create a new one dedicated to your Associates business.

☐ **Enter your account information**

Legal name, address, and a phone number you can actually verify by text or call.

☐ **List your website(s) or app(s) — or your social handles**

If you don't have a website, this is where you enter your TikTok, YouTube, or Instagram handle instead.

☐ **Choose your Associate Store ID**

This is the tag that goes on the end of every link you generate — pick something short and tied to your brand/handle.

☐ **Describe your audience and how you'll drive traffic**

Be specific and honest — e.g. "TikTok, ~500 followers, short-form product tips" is a completely normal answer.

☐ **Complete tax identity verification**

W-9 if you're US-based, W-8BEN if you're outside the US. Required before you can ever get paid.

☐ **Set up your payment method**

Direct deposit is fastest; there's typically a \$10 minimum threshold before a payment is issued.

☐ **Turn on two-factor authentication**

Amazon increasingly expects this for Associates accounts — do it during setup so it's one less thing later.

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SECTION 2

Niche & Platform Finder

Fill this in before you apply. Amazon asks for this info anyway, and it'll keep your content focused instead of scattered.

My primary platform

☐ Website☐ TikTok☐ YouTube☐ Instagram☐ Pinterest☐ Other: _____

My current audience size (be honest — it's fine if it's small)

What do I already talk about / post about?

This is your niche — you don't need a new one, just one worth promoting products alongside.

3 product categories that naturally fit what I already post

e.g. kitchen gear, tech accessories, books, home organization, fitness equipment

5 specific products I could genuinely recommend this month

Reminder: only recommend things you'd actually use or believe in. Amazon requires disclosure either way (Section 6), and audiences can tell the difference — genuine recommendations convert better than random product spam.

How Commissions Actually Work (2026)

Two things changed in 2026 that every new Associate should know before picking what to promote.

Rate cuts: Amazon reduced commission rates across several categories in 2026 (in some cases by as much as half). **Attribution change (April 2026):** commissions are now calculated only on the exact product you linked to (or its direct variants) — not on whatever else the shopper happens to buy in that visit. Pick your links deliberately; the days of "any purchase counts" are over.

CATEGORY	APPROX. COMMISSION
Amazon Games	20%
Luxury Beauty / Amazon Explore	10%
Amazon Haul	7%
Music, Handmade, Digital Video	5%
Physical Books, Kitchen, Automotive	4.5%
Fashion, Devices, Jewelry, Watches, Shoes	4%
Toys, Furniture, Home, Pets, Sports, Baby	3%
PCs & Components, DVDs/Blu-ray	2.5%
TVs, Digital Video Games	2%
Electronics, Consoles, Grocery, Health	1%
Gift Cards, Alcohol, Wireless Plans	0%

Rates vary and change without much notice — always confirm current rates in your Associates dashboard before planning around them.

Cookie window: how long you have to earn credit

24 hours from the click to get something into the shopper's cart — then an extra 89 days to actually complete the purchase of that same item. Anything added to the cart after the first 24 hours won't earn you credit.

The 180-Day Rule & Your Action Plan

Once approved, you're not done — Amazon expects activity.

The rule: you have 180 days from approval to generate at least 3 qualifying sales (separate orders, not returned). Miss it, and your account can be closed — you'd need to reapply from scratch.

Use this simple planner to make sure you hit it:

WEEK	WHAT I'LL POST / PROMOTE	WHERE	DONE?
1			
2			
3			
4			
5			
6			

My realistic first-sale goal date

- Share your link everywhere you'd naturally mention the product — captions, video descriptions, pinned comments, link-in-bio.
- One clear, specific recommendation beats ten generic ones.
- Repurpose one piece of content across every platform you listed in Section 2.

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SECTION 5

Link Tracker Template

Copy this into a spreadsheet, or fill it in by hand — either way, track every link you post so you know what's actually working.

DATE	PLATFORM	PRODUCT / ASIN	LINK (WITH YOUR TAG)	CLICKS	SALE?

Tip: since April 2026, you only earn on the exact product (or its variant) behind the link that was clicked — so track at the product level, not just "posted about kitchen stuff." Precise links, precise tracking.

SECTION 6

6

Compliance Checklist & Common Mistakes

This is the section that keeps your account alive. It's short — read it anyway.

- ☐ **Add the required disclosure near every affiliate link**
"As an Amazon Associate I earn from qualifying purchases." Put it near the link itself — a disclaimer buried only in your bio isn't enough.

- ☐ **Never guarantee earnings or results**
Say what the process is, not what someone is guaranteed to make from it.

- ☐ **Don't buy through your own links**
Self-purchases and incentivized/fake clicks are against the operating agreement and put your account at risk.

- ☐ **Keep pricing and availability claims current**
Don't quote specific prices in evergreen content — they change constantly and Amazon prohibits displaying inaccurate prices.

- ☐ **Hit 3 qualifying sales within 180 days of approval**
Revisit Section 4 if you're not on track — an inactive account gets closed automatically.

Full current terms: Amazon Associates Program Operating Agreement, affiliate-program.amazon.com/help/operating/agreement