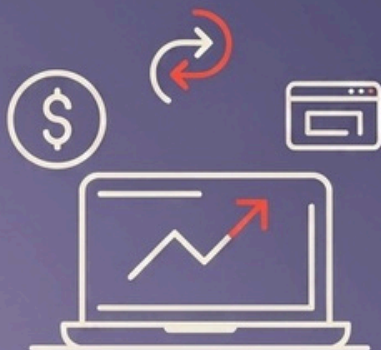


FREE
GUIDE

THE RECURRING SAAS AFFILIATE STARTER GUIDE

A Beginner's Roadmap to Building
a Faceless Affiliate Business Around Software That Can Pay Recurring Commissions



THE RECURRING SaaS AFFILIATE STARTER GUIDE

A Beginner's Roadmap to Building a
Faceless Affiliate Business Around
Software That Can Pay Recurring
Commissions

No audience required. No personal brand
required. No paid ads required to get started.

A practical introduction to building a quieter
affiliate business around useful content, organic
search, email follow-up, and software
recommendations.

By Ken — Creator of Cipherloom

A DIFFERENT KIND OF AFFILIATE BUSINESS

When most people hear "affiliate marketing," they picture someone posting product links on social media, making endless videos, building a huge following, or constantly trying to get the next click.

There's another approach.

Instead of trying to become an influencer, you can build useful online assets that help people who are already researching products and looking for solutions.

And instead of focusing only on products that pay you once, you can explore software companies with affiliate programs that may pay commissions over an extended period when qualifying referred customers remain subscribed.

That's the idea behind a **Recurring SaaS Affiliate Business**.

SaaS stands for **Software as a Service**.

These are software products customers typically access online and often pay for monthly or annually. Depending on the affiliate program, referring a customer may result in a one-time commission, recurring commissions for a specified period, or another compensation structure.

The opportunity is not about getting rich overnight.

It's about building a collection of useful content and marketing assets that can continue helping potential buyers discover solutions after you've created them.

This guide will show you how the model works and how you can begin building one.

WHY SaaS AFFILIATE MARKETING?

Consider traditional affiliate marketing.

You recommend a \$100 product.

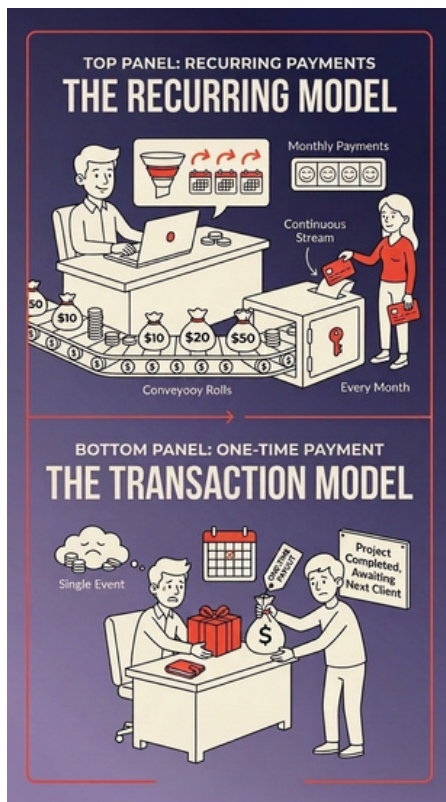
Someone purchases it.

You earn a \$10 commission.

Great—but if you want another \$10, you generally need another qualifying purchase. Subscription software can work differently.

Imagine you recommend a software service and its affiliate program pays a qualifying recurring commission while the customer remains subscribed.

Instead of earning only once, one referral could potentially result in multiple commission payments, depending on the program's terms.



Now imagine building content around several useful software products and attracting people who are actively researching those types of solutions.

That's where the model becomes interesting.

You're not simply looking for the next transaction.

You're building a portfolio of content and recommendations that can potentially produce multiple sources of affiliate revenue over time.

There are thousands of software products serving businesses, creators, freelancers, marketers, online sellers, professionals, and consumers.

Categories include:

Email marketing

Website builders

Scheduling software

SEO tools

Design platforms

Accounting software

CRM systems

Project management tools

E-commerce software

AI tools

Marketing automation

Online course platforms

Productivity tools

You don't need to promote all of them.

In fact, you shouldn't.

A stronger business usually starts with one audience, one problem area, and a small group of related software solutions.

HOW RECURRING COMMISSIONS WORK

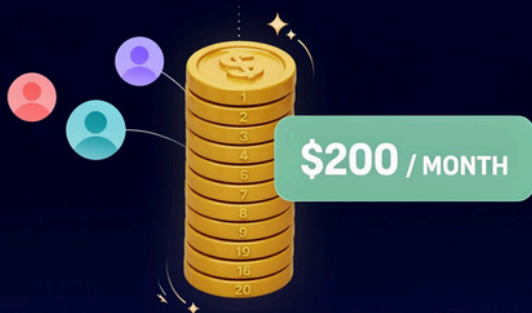
1 REFERRAL



2 REFERRALS



20 REFERRALS



PASSIVE INCOME GROWS WITH EVERY REFERRAL

Let's use a simple hypothetical example.

Suppose a software company charges customers \$50 per month and its affiliate program pays you \$10 per month for each qualifying customer you refer while that customer remains eligible under the program's terms.

You refer one customer.

Potential affiliate commission: \$10 per month.
Then another.

Potential affiliate commissions: \$20 per month.
Eventually, suppose 20 qualifying customers remain active.

That would represent \$200 per month in this simplified example.

If some customers cancel, your recurring commissions associated with those customers may stop. If new customers join through your affiliate referrals, commissions may increase.

The important concept is:

One piece of content can potentially lead to more than one future commission event.

For example, imagine you publish:

"Best Email Marketing Software for Freelance Photographers"

A photographer searches Google for email marketing software.

They find your article.

They read your comparison.

They click through to one of the software companies you recommend.

They purchase through your affiliate link.

If the affiliate program offers recurring commissions and the referral qualifies, you may receive commissions according to that program's current terms.

Meanwhile, the article remains online for the next potential reader to discover.

That is very different from posting something on social media that may disappear from people's feeds within hours.

You're building an **asset**.

Important: Affiliate programs vary significantly. Some pay one-time commissions, some recurring commissions, and some use hybrid or tiered structures. Rates, eligibility, tracking periods, and terms can change. Always verify current terms directly with each provider.

YOU DON'T NEED TO BE AN INFLUENCER



One of the most appealing parts of this model is that your business doesn't have to revolve around you.

You don't necessarily need to:

Post your life on Instagram.

Make daily TikTok videos.

Build a personal brand.

Take sales calls.

Constantly DM prospects.

Have thousands of followers.

Your business can instead revolve around **useful information**.

Imagine someone searches:

"Best scheduling software for dog groomers"

"QuickBooks alternatives for freelancers"

"Best CRM for a small landscaping company"

"Email marketing software for photographers"

"Best booking software for massage therapists"

Those searches reveal something valuable.

The person isn't looking for entertainment.

They're looking for a solution.



Your job is to create the useful content that helps them understand their options.

You can build articles, comparison pages, tutorials, resource pages, and email sequences without becoming the product yourself.

Your content becomes the salesperson.

Your website becomes the storefront.

Your email system handles follow-up.

And your affiliate partnerships provide the monetization.

That's what makes this a **faceless business model**.

Faceless doesn't mean anonymous or untrustworthy.

It simply means the business doesn't depend on your personality, appearance, or ability to constantly perform for an audience.

THE QUIET ENGINE

I think of the entire process as a simple engine.



1. BUYER-INTENT CONTENT

Create useful content around questions people ask while researching software.



2. ORGANIC SEARCH TRAFFIC

People discover that content through search engines and other discovery channels.



3. BRIDGE PAGE OR CONTENT

Help the visitor understand the problem, compare possible solutions, and decide what might fit their situation.

4. EMAIL FOLLOW-UP

When appropriate, give interested readers a reason to join your email list so you can continue helping them.



5. SaaS RECOMMENDATION

Recommend software that genuinely matches the problem they're trying to solve.



6. QUALIFYING CUSTOMER

Some readers may choose to purchase the software through your affiliate link.



7. POTENTIAL AFFILIATE COMMISSION

If the referral qualifies, the software company pays you according to its affiliate agreement.

That's the Quiet Engine.

Content → Search → Trust → Recommendation → Referral → Potential Commission

You're not trying to pressure strangers into buying something they don't want.

You're positioning useful information in front of people already looking for a solution.



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A common beginner mistake is finding a high-paying affiliate program first and then trying to figure out who might buy the product.

Reverse that process.

Start with an audience and a problem.

For example:

Audience:

Independent photographers

Problems:

Booking clients

Sending contracts

Collecting payments

Email marketing

Managing customer relationships

Creating galleries

Scheduling social content

Accounting

Now software becomes the solution.

Instead of building a generic website about "business software," you might build a resource focused on:

Software and systems for independent photographers.

Now your content possibilities become much clearer:

Best CRM for photographers

Best scheduling software for photographers

Best email marketing platform for
photographers

Best accounting software for photographers

HoneyBook alternatives for photographers

MailerLite vs. Kit for photographers

Best website builders for photography
businesses

Each piece serves the **same audience**.

That gives your website a clear identity and
creates opportunities to recommend several
related software products.

Think:

Audience → Problem → Software

Not:

Software → Affiliate Link → Hope Someone Buys

BUYER INTENT: THE SECRET INGREDIENT



Not all website traffic is equally valuable.

Suppose 10,000 people visit an article called:

"What Is Email Marketing?"

That's a lot of traffic.

But many of those visitors may simply be curious.

Now imagine only 500 people visit:

"Best Email Marketing Software for Wedding Photographers"

Those 500 visitors may be much more valuable because the search itself suggests they are researching a purchase.

That's buyer intent.

Buyer-intent searches often include words such as:

Best

Top

Review

Alternative

Alternatives

Comparison Vs.

Pricing

Software

Tool

Platform

For [specific audience]

Examples:

Best invoicing software for freelancers

ConvertKit alternatives for small businesses

Software A vs. Software B

Best CRM for solo consultants

Best scheduling software for personal trainers

Rather than asking:

"How can I get the most traffic?"

ask:

"How can I attract the right visitor at the right moment?"

A smaller audience with strong purchase intent can be far more useful than a large audience with no reason to buy.

CHOOSING SOFTWARE TO PROMOTE



A large affiliate commission does not automatically make a software product worth promoting.

Start by asking:

Does it solve a real problem?

Would your target audience actually need or benefit from this software?

Is it a product you can confidently explain?

You should understand what the software does, who it's for, and where it may not be the best fit.

Does the company have an affiliate program?

Check the company's official website for its current affiliate or partner program.

How does the commission work?

Look for details such as:

Commission percentage or amount

One-time vs. recurring payments

Duration of recurring commissions

Tracking/cookie period

Minimum payout

Payment schedule

Approval requirements

Geographic restrictions

Prohibited promotion methods

Is the product competitive?

A generous affiliate commission doesn't matter if people don't want the product.

Does it fit your other recommendations?

Ideally, several products should solve related problems for the same audience.

A photographer might need scheduling, email marketing, accounting, CRM, and website software.

One audience can therefore create several logical affiliate opportunities.

And remember:

Affiliate terms change.

Never build your entire business around one company's affiliate program.

Build around the **audience and its problems** so individual software recommendations can change when necessary.

WHAT YOUR BUSINESS MIGHT LOOK LIKE



Let's build a hypothetical example.

NICHE

Software for independent personal trainers.

TARGET AUDIENCE

Personal trainers who run their own businesses and need simple tools to manage clients, bookings, payments, marketing, and administration.

CONTENT

Your website could publish:

Best scheduling software for personal trainers

Best CRM for personal trainers

Best email marketing software for personal trainers

Best invoicing software for personal trainers

Best website builders for personal trainers

Software A vs. Software B for personal trainers

Best client management apps for personal trainers

MONETIZATION

Within those articles, you could recommend appropriate software products with affiliate programs.

EMAIL LIST

You could offer a free resource:

The Personal Trainer Software Starter Checklist

Visitors interested in the topic join your email list to receive it.



EMAIL FOLLOW-UP

Your emails could teach them how to organize their software stack, avoid unnecessary subscriptions, compare tools, and select systems for their business.

When appropriate, you can link back to your articles and recommend relevant software.

Notice what's happening.

You're not promoting random affiliate links.

You've created a small **ecosystem** around one type of customer.

That's a business.

FIVE MISTAKES TO AVOID

MISTAKE #1: CHOOSING A NICHE ONLY FOR THE COMMISSION

A 40% commission isn't valuable if your audience doesn't need the product.

Start with the customer.

MISTAKE #2: PROMOTING TOO MANY PRODUCTS

You don't need 50 affiliate programs.

A small collection of relevant products is easier to understand, promote, compare, and manage.

MISTAKE #3: WRITING ONLY INFORMATIONAL CONTENT

Informational articles can be useful, but a business needs content connected to purchasing decisions.

Include comparisons, alternatives, reviews, "best for" articles, and other buyer-intent topics.

MISTAKE #4: EXPECTING FAST SEO RESULTS

Organic traffic can take time.

Publishing ten articles does not mean Google will immediately send thousands of visitors.

Think in months and years, not days.

MISTAKE #5: BUILDING ON SOMEONE ELSE'S PLATFORM ONLY

Social platforms can be useful, but algorithms and rules can change.

Whenever possible, build assets you control:
Your website.

Your content.

Your email list.

Your brand.

Those assets can become more valuable as the business grows.

YOUR FIRST 7 DAYS

You don't need to build everything this week.

The goal is simply to choose a direction.

DAY 1 — CHOOSE THREE POSSIBLE AUDIENCES

Think about groups that regularly use software to operate, market, organize, or grow their businesses.

Write down three possibilities.

DAY 2 — LIST THEIR PROBLEMS

For each audience, identify five to ten problems software could help solve.

Don't choose products yet.

Choose problems.

DAY 3 — RESEARCH SOFTWARE CATEGORIES

Look for software designed to solve those problems.

Create a list of potential product categories.

DAY 4 — INVESTIGATE AFFILIATE PROGRAMS

Visit the official websites of relevant software companies.

Find their affiliate or partner pages and study their current terms.

DAY 5 — RESEARCH BUYER-INTENT TOPICS

Write down searches a potential customer might make before choosing software.

Try:

Best ____ for ____

____ alternatives

____ vs. ____

____ review

Best ____ software for ____

Aim for at least 20 ideas.

DAY 6 — CHOOSE ONE DIRECTION

Select one audience with meaningful problems, multiple software categories, reasonable content opportunities, and potential affiliate programs.

You don't need the perfect niche.

You need a reasonable niche you can test.



DAY 7 — CREATE YOUR FIRST CONTENT PLAN

Choose your first five buyer-intent articles.
For example:

1. Best [*software category*] for [*audience*]
2. Best [*second category*] for [*audience*]
3. [*Popular product*] alternatives for [*audience*]
4. [*Product A*] vs. [*Product B*] for [*audience*]
5. Best [*third category*] for [*audience*]

You now have the beginning of a recurring SaaS affiliate business.

THE BIGGER PICTURE

The model itself isn't complicated.

Choose an audience.

Understand their problems.

Find useful software.

Join appropriate affiliate programs.

Create buyer-intent content.

Help visitors evaluate their options.

Build an email list.

Recommend appropriate solutions.

Track what happens.

Improve what works.

Repeat.

The challenge is turning those individual pieces into a connected system.

What niche should you choose?

Which affiliate programs belong together?

What articles should you write first?

How should those articles be structured?

What belongs on a bridge page?

What emails should you send?

How do you track affiliate clicks?

What should you build first?

And how do you organize all of it without becoming overwhelmed?

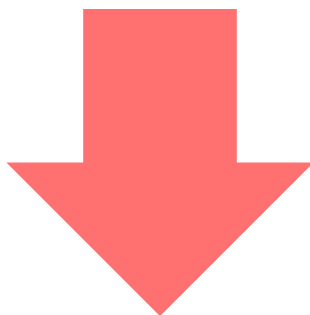
Those questions are why I created **Cipherloom**.

READY TO BUILD YOUR QUIET ENGINE?

This Starter Guide was designed to give you the map.

Cipherloom gives you the system for building it.

Cipherloom is a practical implementation program designed to help you build a faceless affiliate business around buyer-intent content, organic traffic, email follow-up, and recurring SaaS affiliate opportunities.



See More

Inside Cipherloom you'll get:

The complete 4-module Cipherloom curriculum

Niche Brief worksheet

SaaS Stack Map

Buyer Intent planning document

12 buyer-intent article templates

6 bridge-page templates

7-touch email follow-up sequence

Bridge-page wireframes

Affiliate tracking resources

30-day implementation calendar

Lifetime access and future course updates

The Starter Guide showed you what the model looks like.

Cipherloom helps you answer:

What do I do next?

CIPHERLOOM FOUNDING MEMBER
\$297 — One-Time Payment

Lifetime Access

30-Day Satisfaction Guarantee
No subscription.

GET CIPHERLOOM — \$297

<https://getcipherloom.com>

Build the system first. Grow the income over time.

IMPORTANT DISCLOSURE

Cipherloom and this Starter Guide are educational resources. Nothing in this guide guarantees income, affiliate commissions, traffic, rankings, business success, or any specific financial result.

Affiliate program availability, eligibility requirements, commission structures, tracking periods, payment terms, and other conditions may change. Always review current terms directly with the provider before joining or promoting an affiliate program.

Any examples used in this guide are hypothetical and provided for educational purposes only. Actual results vary based on many factors, including niche selection, market conditions, content quality, implementation, experience, effort, affiliate program terms, and factors outside your control.

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