

# Twitch Affiliate & Streaming Business — Workbook

This workbook turns the course into action. You will plan your 30-day Affiliate sprint, document your stream setup, track schedule discipline and growth, and build the monetization and brand-deal assets that make your channel a real business. Work through one section per module and fill the templates with your own numbers.

## Reaching Twitch Affiliate in 30 Days

Lock in your category, angle, and a day-by-day sprint plan to clear all four Affiliate requirements.

### Worksheet: Category and Angle Decision

Use SullyGnome or TwitchTracker to research two or three categories you genuinely enjoy, then commit to one category and a one-sentence channel angle.

Category option 1 (name)

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Option 1 average viewers

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Option 1 channel count

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Option 1 viewers-per-channel ratio

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Category option 2 (name)

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Option 2 average viewers

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Option 2 channel count

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Option 2 viewers-per-channel ratio

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Final chosen category

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My channel angle (one sentence: I stream X for people who like Y)

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My reusable stream title template

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## Exercise: Map Your Four Affiliate Metrics

Open your Path to Affiliate widget and write down your current standing against each requirement. Then estimate how many streams it will take to clear each one.

- Which of the four requirements (50 followers, 500 minutes, 7 days, 3 average viewers) is currently your biggest gap, and why?  
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- List the names of 10 to 15 people you can personally invite to keep your stream open on launch nights.  
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- How many 2-hour streams per week will you commit to, and which days and start time?  
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- What is your honest plan to reach an average of 3 concurrent viewers without buying followers or viewbots?  
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## Checklist: Sprint Launch Readiness

- Chosen a category with a workable viewers-per-channel ratio
- Written a one-sentence channel angle and title template
- Set a fixed launch date and start time
- Invited at least 10 supporters to a specific launch slot
- Confirmed I will not buy followers or use viewbots
- Bookmarked the Path to Affiliate widget to check after each stream

## Building a Reliable Stream Setup

Document and test the encoder, audio, scenes, and alert tools so technical issues never cost you viewers.

## Worksheet: Stream Tech Configuration Sheet

Run a speed test and a test stream, then record your final settings so you can reproduce them and troubleshoot later.

Encoder software (OBS or Streamlabs)

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Hardware or software encoder (NVENC or x264)

\_\_\_\_\_

Measured upload speed (Mbps)

\_\_\_\_\_

Output resolution

\_\_\_\_\_

Frame rate (fps)

\_\_\_\_\_

Video bitrate (kbps)

\_\_\_\_\_

Keyframe interval (seconds)

\_\_\_\_\_

Dropped frames during test (percent)

\_\_\_\_\_

Microphone model

\_\_\_\_\_

Closest Twitch ingest server

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## Exercise: Audio and Scene Audit

Record a 60-second test clip of yourself talking over gameplay, then listen back critically and answer honestly.

- Is your voice clearly louder than game and music audio? If not, what will you adjust?  
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- Which OBS audio filters have you added (Noise Suppression, Noise Gate, Compressor) and which are still missing?  
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- Do your three core scenes (Starting Soon, Main, Be Right Back) all work, and does game capture grab correctly?  
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- Does anything on screen cover important game information or look cluttered?  
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## Checklist: Monetization Onboarding (do the day you accept Affiliate)

- Accepted the Twitch Affiliate Agreement
- Completed the tax interview in the dashboard
- Set a payout method and confirmed the 50 dollar threshold
- Connected StreamElements or Streamlabs for alerts
- Added follow, sub, cheer, and raid alerts as a browser source
- Set up a chat bot with AutoMod and a timed follow reminder

## Schedule Discipline and Audience Growth

Commit to a fixed schedule and run the raid, clip, and community tactics that grow returning viewers.

### Worksheet: 90-Day Schedule Commitment

Choose three to four fixed slots you can realistically honor for 90 days, fit to when your audience is online, and enter them in your Twitch dashboard.

Stream day 1 and start time  
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Stream day 2 and start time  
\_\_\_\_\_

Stream day 3 and start time  
\_\_\_\_\_

Optional stream day 4 and start time  
\_\_\_\_\_

My main audience timezone  
\_\_\_\_\_

Weekend slot included (yes or no)  
\_\_\_\_\_

Schedule entered in Twitch dashboard (yes or no)  
\_\_\_\_\_

Where the schedule is displayed (panel, offline banner, Discord)  
\_\_\_\_\_  
\_\_\_\_\_

### Exercise: Networking and Discovery Plan

Identify the peers and channels you will build relationships with and the off-platform content you will create to import viewers.

- List 5 to 10 streamers near your size you will genuinely watch, chat with, and raid.  
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- Which short-form platforms (TikTok, YouTube Shorts, Reels) will you post clips to, and how many clips per stream?

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- Which Discord communities for your game will you participate in as a real member, not a self-promoter?

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- What is your go-live announcement routine across Discord and social media each session?

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**Checklist: Community Engagement Habits**

- [ ] Read every chat message aloud and respond by name
- [ ] Welcome first-time chatters and returning regulars
- [ ] End each stream with a raid to a peer streamer
- [ ] Greet incoming raiders by their leader's name
- [ ] Clip 2 to 4 strong moments and post them as short videos
- [ ] Created a Discord with announcements, general, and clips channels

**Monetization, Subs, Bits, and Brand Deals**

Set up your subs, bits, and perks, then build the media kit and pipeline that win paid brand deals.

**Worksheet: Sub Perks and Bit Incentives Plan**

Define what subscribers and cheerers actually get, so support feels like joining something rather than paying a toll.

Number of launch sub emotes planned

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Tier 1 perks offered

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Tier 2 perks offered

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Tier 3 perks offered

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Sub-only perk that recurring supporters value

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Minimum bit threshold for alerts

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Bit-triggered events or sound effects

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Current cheer goal and target amount

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Monthly Prime sub reminder plan

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**Exercise: Draft Your Brand-Deal Pitch**

Pick one brand whose product you genuinely use and draft the core of a sponsorship pitch using your real numbers.

- Which brand are you targeting, and why is it an authentic fit for your audience?

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- What are your headline stats to lead with (average concurrent viewers, engagement, demographics)?

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- What deliverables will you offer (number of mentions, overlay placement, social posts)?

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- What flat fee plus performance kicker (promo code or affiliate link) will you propose?
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### Checklist: Brand-Deal Readiness and Ethics

- Built a one-to-two page media kit led by engagement, not just followers
- Joined at least one creator network or sponsorship marketplace
- Signed up for affiliate programs of gear or software I already use
- Defined a flat-fee-plus-kicker pricing approach
- Will use the Twitch branded-content toggle and disclose aloud
- Will only promote products I would genuinely recommend

### Your Action Plan

1. Research categories in SullyGnome and commit to one category plus a one-sentence channel angle.
2. Set a fixed 30-day sprint schedule of four 2-hour streams per week and enter it in your Twitch dashboard.
3. Configure and test your encoder, audio filters, three scenes, and alerts before your launch stream.
4. Personally invite 10 to 15 supporters to specific launch nights to reach your first 3 average viewers.
5. Stream the sprint, checking the Path to Affiliate widget after every session until all four metrics clear.
6. Accept Affiliate, complete the tax interview, and set your payout method the same day the invite arrives.
7. Launch 2 to 3 sub emotes, define sub perks and bit incentives, and remind viewers monthly that Prime subs are free.
8. Build a raid network, clip every stream into short videos, and grow a Discord community between streams.
9. Create a media kit, set flat-fee-plus-kicker pricing, and pitch one authentic brand for your first deal.
10. Track followers, average viewers, subs, bits, and revenue weekly and adjust the plan based on what the numbers show.









