

Agency Starter Kit

How Peace Call runs a HighLevel affiliate business with an AI assistant (Grok Bot) and free tools, built in public from zero. Version: October 12, 2026.

Disclosure: Peace Call earns a commission if you buy HighLevel through our link. We are an independent affiliate, not HighLevel. This kit is free for anyone and is not a bonus for signing up. **No income claims:** as of this version our site has had zero human affiliate clicks and zero sales. Earnings depend on individual effort, and results vary.

0. The AI assistant in our setup

Peace Call is run day to day with Grok Bot, an AI assistant, which drafts articles, queues social posts, checks journalist requests, reads click tracking and prepares outreach for human approval. We mention it because it's the tool we actually use; Peace Call has no partnership with or endorsement from xAI or Grok, and is not paid to mention it. Other AI assistants can do similar work.

- Daily: morning stats (clicks by source, Search Console, Cloudflare), journalist-request check, social queue publishing.
- Weekly: 2-4 new articles, refill social queues, report with real numbers.
- Guardrails: disclosure on every page/post/video, no income claims, no automated DMs/follows, humans handle identity checks, payments and account signups.

1. Pick one niche and one problem

- Write one sentence: "[who] loses money when [problem]." Ours: US trades businesses that miss calls after hours.
- List 20 questions that buyer types into Google right before buying (pricing, "vs", setup, "is it worth it").
- Choose the questions where you can add something real: a calculator, a checklist, a sourced comparison.

2. Build a free site

- Static HTML on Cloudflare (free plan). No page builder needed.
- Required pages: About, Privacy Policy (state you are an independent affiliate, not HighLevel), Affiliate disclosure, Terms, Editorial policy.
- Use your own brand name. Do not put "HighLevel" in your domain or social handles.

3. Article template that search and AI answers can quote

1. H1 = the question. Disclosure at the top, before the content.

2. "Short answer" in 2-3 sentences.
3. Question-style H2s, each answered in its first sentence.
4. Sources linked with the date you checked them. Say what you have not tested.
5. FAQ section + Article/FAQ structured data. Add `llms.txt` ; allow search and AI crawlers in `robots.txt`.

4. Get indexed

- sitemap.xml → Google Search Console and Bing Webmaster Tools.
- Ping IndexNow after every deploy.
- Redirect www to one canonical domain.

5. Track clicks without touching the link

- Use the direct, unmodified affiliate link (HighLevel's terms forbid redirecting or modifying it). Count clicks with a small on-page script (`navigator.sendBeacon`) that logs page and position.
- Do not mask, redirect, modify or cookie-stuff the affiliate link itself. Mark links `rel="sponsored nofollow"`.
- Review clicks by source once a week. Stop what gets none.

6. One free lead magnet

- Make one useful thing (checklist, calculator, templates). Offer it to everyone; never as a reward for buying HighLevel.
- Email tool with a physical mailing address (not your home) and one-click unsubscribe (CAN-SPAM).

7. Social posting on autopilot

- Turn each article into 3-5 short posts. Schedule through official APIs (Bluesky, Mastodon, Tumblr) or native schedulers.
- Put the disclosure at the start of each post that carries a paid link.
- No automated DMs, follows or likes.

8. PR: answer journalists

- Free sources: HARO, Source of Sources, MentionMatch.
- One reply per request, only where you have something real. No exaggerated claims.

9. Faceless YouTube

- Screen recording + voiceover. Disclose near the start both out loud and as on-screen text (description alone is not enough).
- Cut each long video into 3 shorts, each with its own disclosure.

10. HighLevel affiliate rules to read first

- Program Policies: gohighlevel.com/affiliate-policy/program-rules
- No discounts, free trials, prizes or other incentives related to HighLevel without written approval (§6).
- No income guarantees; don't call HighLevel a business opportunity or "business-in-a-box" (§7).
- No bidding on HighLevel brand terms in ads. No self-referrals.

Weekly checklist: 2-4 articles · deploy + IndexNow · social queue refilled · journalist requests checked · clicks reviewed by source · publish your real numbers.

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