

AFFILIATE AUTHORITY



CHECKLIST

Affiliate Authority Checklist

So you read the e-book and now you're raring to go with your own affiliate marketing efforts. But hold your horses! Before you steam ahead, it's a good idea to take a moment to reflect and to ensure that you have everything you need to get going.

This checklist will run you through the requirements and will make sure your marketing strategy is a roaring success.

1. Picking Your Audience

Step one should be to pick your audience, so think:

- ☐ What audience (if any) do you have already?
- ☐ Where is the best 'route to market'?
- ☐ What niche do you know well?
- ☐ Which niches are not overcrowded?

2. Choosing Your Program

Now there are a few ways you can get started with your own affiliate marketing efforts. The first step in most cases is to pick a network or a product provider. These are your options:

- ☐ ClickBank
- ☐ JVZoo
- ☐ WSO Pro
- ☐ Look for products with existing programs
- ☐ Contact product owners that don't yet offer programs
- ☐ Amazon

Now to get started just:

1. Browse for a product you like
2. Get your referral link
3. Add this referral link in your marketing

3. Choosing Your Product

When choosing your product, you need to think in terms of what will sell best. There are a few tips that can help to this end:

- ☐ Pick something that offers good commission ñ 60% is about right
- ☐ Pick something that will have a clear and obvious benefit to the reader
- ☐ Pick something that sells for enough
- ☐ Pick something that will have a broad appeal and that you can sell in volume
- ☐ Ideally, look at membership programs and services that can provide you with a recurring commission!

4. Creating a Landing Page

Now you want to create your landing page. A landing page is a page that is designed purely to sell your product and everything about it should be geared to encourage this result. No matter what other forms of marketing you use, your landing page will prove very helpful.

Here are some common tropes of landing pages:

- ☐ Have a long narrow design
- ☐ Use a red/orange color scheme to encourage impulse purchases
- ☐ Break up your text
- ☐ Use lots of bold headers
- ☐ Insert your buy now button throughout
- ☐ And at the 'terminal point' at the bottom right
- ☐ Make your text effective

- Use a narrative structure
- Use short sentences
- Employ questions
- Read for break points
- Add urgency and scarcity at the end

5. PPC

PPC is 'pay per click' advertising. It is a great platform for helping you reach a big audience directly. To set up PPC:

- ☐ 1. Choose your platform
 - Facebook
 - Google AdWords
 - Others (LinkedIn, Bing)
- ☐ Create your title (consider including the price)
- ☐ Bid the amount you're willing to pay 'per click'
- ☐ Set a budget as your maximum spend
- ☐ Wait for the clicks to roll in
- ☐ Use data to improve your strategy

6. Content Marketing

Content marketing is what allows you to build your own audience and to develop trust. In future, you will be able to sell to them very easily!

- ☐ Create a blog
- ☐ Use SEO and social media to drive people to your blog
- ☐ Deliver great value in all your posts
- ☐ Make your titles stand out and be engaging
- ☐ Consider having a YouTube channel and communicating through other mediums with your audience
- ☐ Be consistent
- ☐ Have a strong brand

7. E-Mail Marketing

Also highly important is e-mail marketing. Some things to consider:

- ☐ Choose your autoresponder:
 - AWeber
 - MailChimp
 - GetResponse
- ☐ Add optin forms to your homepage/your posts/your widgets
- ☐ Encourage people to sign up ñ use an e-book as an incentive
- ☐ Message regularly (but not too regularly)
- ☐ Provide value
- ☐ Build anticipation
- ☐ Use your sales pitching to convert sales

8. Some Final Tips

- ☐ You can use PPC and content marketing at the same time
- ☐ There's nothing to stop you selling multiple products
- ☐ Try being in multiple difference niches
- ☐ Look at what's already selling and working and go with that
- ☐ Experiment with split testing for your landing pages
- ☐ Sell products you believe in!
- ☐ Keep trying and learning!

8. Manage your brand

- ☐ Use reputation management to reduce the visibility of negative reviews or other damaging materials
- ☐ Respond to your reviews and be seen to be accountable
- ☐ Listen and engage with your audience
- ☐ Consider a rebrand - this means designing a new logo and maybe even a new name to do business under.

Follow all these tips and then repeat. Eventually, the money WILL start coming in!