

# Affiliate Marketers' Checklist

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*The A to Z Checklist for  
Affiliate Marketing Success*



# Checklist 1 - Choose The Right Network

To begin your affiliate marketing journey, it's important to choose the right network for your business. We recommend when starting out to build up a reputation on one network. You'll see why when reviewing the other checklists and when it comes to getting approved to promote. Saying this, it's important to have accounts on all the top affiliate networks within your niche.

## Internet Marketing Niche Instant Pay Networks

(Below are the networks which generally pay instantly direct to your Paypal account. All are free to open an account. Please note if you are new you can expect payments to be delayed for 30 - 60 days until you start making more consistent sales)

- |                                                  | Yes                      | No                       |
|--------------------------------------------------|--------------------------|--------------------------|
| 1 Have you created an account with JVZoo?        | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Have you created an account with Warrior Plus? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Have you created an account with JvShare?      | <input type="checkbox"/> | <input type="checkbox"/> |

## Affiliate Networks Outside of the Internet Marketing Niche

Regardless what type of product you wish to promote, item, software or service you wish you promote, chances are there is an affiliate program for this, including hotels, food companies, software companies, gaming, health, crypto, other software, golf, dogs, music, etc., etc. Below is a list of the most reputable affiliate companies with tens of thousands of offers at your disposal.

- |                                                       | Yes                      | No                       |
|-------------------------------------------------------|--------------------------|--------------------------|
| 4 Have you created an account with Ebay Affiliates?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 Have you created an account with Amazon Affiliates? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 Have you created an account with Clickbank?         | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 Have you created an account with Revenue Wire?      | <input type="checkbox"/> | <input type="checkbox"/> |

- |    |                                                       |                          |                          |
|----|-------------------------------------------------------|--------------------------|--------------------------|
| 8  | Have you created an account with Avantlink?           | <input type="checkbox"/> | <input type="checkbox"/> |
| 9  | Have you created an account with Commission Junction? | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | Have you created an account with Flex Offers          | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | Have you created an account with Commission Factory   | <input type="checkbox"/> | <input type="checkbox"/> |

### Other Networks - Is It for me?

(When it comes to new and upcoming companies, we look at a few important factors before deciding to promote their offers)

- |    |                                                                                                                                                                                                                                         | Yes                      | No                       |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 12 | Is there a good selection of offers to promote?<br><i>Less than 100 we would usually pass as it tells us it's not a big network.</i>                                                                                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 | What are the pay out terms?<br><i>Instant is not always an option, but you want to get paid within 60 days.</i>                                                                                                                         | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 | Is there a minimum pay out?<br><i>Be careful in this case. If the minimum pay out is \$1000, can you make this amount on that network?</i>                                                                                              | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 | Is there a fast response from support?<br><i>It's very easy to contact and test.</i>                                                                                                                                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 | How long do the cookies last?<br><i>The longer the better but if only 7 days I would pass. Most programs offer lifetime cookie or 365-day cookie.</i>                                                                                   | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 | Are reputable brands and companies use this network?<br><i>Seeing branded names and people you are familiar with is a good sign. Low quality products, sales page and if the general look of the site is bad, it's not a good sign.</i> | <input type="checkbox"/> | <input type="checkbox"/> |

## Checklist 2 - Abbreviations and Statistics

When you are promoting products as an affiliate you will find several abbreviations and statistics that you may not understand.

However, it's important that you understand what these mean before you start promoting as they will help you find the best products to promote which can help save you a lot of time and money. Once you are sure you understand each, check them off on the list below.

### Types of affiliate marketing

1 CPA - Cost Per Action

*This is when you're paid for someone taking action, such as filling in a form or making a phone call.*

| Yes                      | No                       |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |

2 CPS - Commission Per Sale

*This is when you earn a commission for every sale you make.*

|                          |                          |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |
|--------------------------|--------------------------|

3 CPL- Commission Per Lead

*This is when you are paid a set amount for each new lead/email sign up you generate.*

|                          |                          |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |
|--------------------------|--------------------------|

### Statistics

4 EPC – Earnings Per Click

*Earnings per click is calculated by taking the total earnings you have generated over a period, and then dividing that by the number of clicks you have generated for that same period.*

*For example;*

*If you send 100 clicks to an offer*

*And you earn \$100 dollars in total*

*Your earnings per click equals \$1*

| Yes                      | No                       |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |

5 Conversion Rate

*This can be calculated by dividing the number of conversions by the number of clicks.*

*For example, if you had 50 conversions from 1,000 clicks, then your conversion rate would be 5%, since  $50 \div 1,000 = 5\%$ .*

|                          |                          |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |
|--------------------------|--------------------------|

6 Commission Rate

*This is the percentage of each sale that you will earn as a commission.*

*For example, if a product is priced at \$100 and you earn 50% commissions then you'll receive \$50 for every sale you make.*

|                          |                          |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |
|--------------------------|--------------------------|

|                          |                          |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |
|--------------------------|--------------------------|

7 Grav or Pulse

*The Gravity or Pulse score is an approximate indication of how many affiliates have successfully promoted this product and is a sign that it's converting well. The higher the number the better.*

8 Initial \$ sale

*This is the average \$ amount you would receive from an initial sale alone.*

9 Avg \$ sale

*This is the average \$ amount you would receive which includes the initial and rebill sale.*

10 Avg Rebill Total

*This is the average \$ amount you would receive in recurring payments after the initial sale. Usually each month.*

11 Avg % sale

*This is the percentage you will receive in commissions from the initial sale.*

12 Avg % rebill

*This is the percentage you will receive in commissions for recurring payments. i.e. How much you will receive each month from a single sale for as long as that customer remains a member and pays their subscription each month.*

13 Visitor Value

*Visitor Value is the average return for sending a prospect to the vendor's sales page.  
For example, if a product offers \$100 commissions, then an affiliate would have to send 100 visitors to make a sale and on average the visitor value for that product would be \$1.*

14 Refund Rate

*This is the percentage of customers that have requested a refund after purchasing the product. The lower this number is then better.*

## Checklist 3 - Finding A Profile Niche

- 1 Are there problems or passions present in the niche? ☐ ☐  
*An excellent way to find out what problems or questions people have within your niche is by looking through niche related forums.*
- 2 Do people spend money on these problems / passions? ☐ ☐  
*Try to pick products to promote that are in a niche where people actively spend money in such as health and fitness, make money online, dating and relationships etc.*
- 3 Do you know anything about this niche, or can you afford to outsource if not? ☐ ☐  
*Choose a niche that you enjoy and that you can provide or share valuable content in to drive traffic to your offers. If you don't have time, then you can outsource this content creation but bear in mind that the cost of outsourcing will reduce your overall profits.*
- 4 Are there over 10,000 searches per month on Google for the topic? ☐ ☐  
*Go to Google keyword tool and enter your chosen keywords to check the monthly search results.*
- 5 Does Google Trends show it as a growing or stable trend? ☐ ☐  
*If the topic is trending on Google trends then this is a great sign that your topic is hot and you could drive a lot of traffic to your offer.*
- 6 Are there thousands of products on sale and more released daily? ☐ ☐  
*Competition is a good thing! If there are a lot of other products selling in your niche, then this proves that there are a lot people buying products in your niche.*
- 7 Are there already lots of blogs and websites on the subject? ☐ ☐  
*If there are a lot of blogs and websites in your niche the chances are they are monetised which is a good indication that you can make money from this niche.*
- 8 Are there forums and social media groups? ☐ ☐  
*The more people that you can find discussing topics related to your niche the better and you can also tap into these traffic sources to drive more traffic to your offers.*
- 9 Are people advertising on Google? ☐ ☐  
*If people are paying for advertising, especially if you see the same ads appearing over a prolonged period, this show that they are making sales and a good return on investment.*

- 10 Are there affiliates already promoting in the niche? ☐ ☐  
*If there are already affiliates promoting a product you are thinking of promoting, especially if you see experienced affiliates promoting an offer then this is an excellent sign as they will have already done all the research to find out if it's a good offer to promote.*
- 11 Can you get traffic to a site on the topic? ☐ ☐  
*You can obviously get traffic to any site but some traffic sources such as Google Adwords will have restrictions and may not approve some ads or you may not want to be seen to be personally sending traffic to some sites, so think about which sites you want to send traffic to and what content you will create to do this.*
- 12 Do you have a USP for this niche or a sub-niche you can compete in? ☐ ☐  
*What is your Unique Selling Point? You need to stand out and be different and give people a reason to click on your links.*
- 13 Have you tested and evaluated this niche on a small scale first? ☐ ☐  
*If you are promoting an affiliate offer to your email list for example, then before sending the email to all of your list, it's sometimes a good idea to test it by sending it to a smaller segment of your list and see if the email and offer converts into sales.*
- 14 Have you split tested your subject lines? ☐ ☐  
*You can split test your email subject lines, content and call to action as well as your landing pages, headlines etc. to find out which works best and then send more traffic to it.*

## Checklist 4 - Product Approval

In most cases it's not advised to promote older products that have sold 10's of thousands, although they have sold well it means that hundreds of thousands of people have already seen these offers. If they didn't buy then they are unlikely to buy now and by now there may well be better, more advanced products that are very similar.

Before we promote any offer, we'll review the JV page, the sales page, the product and make our choice by answering the 10 questions below. If we cannot say yes to 7 of these, generally we pass on do not promote this product.

- |                                                                                                                                                                                                                                                                                                                                                          | Yes                      | No                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 1 Does the offer suit my audience or list?<br><i>In many cases you cannot get access until the day of launch so it's more work to prepare. If the product creator has provided email swipes, details about the product, banners and even bonus material which is common you can use these to create your promotion and increase your conversions.</i>    | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Does the offer include a funnel with upsells and downsells?<br><i>Unless the product is above \$97 you should always look for upsells to increase conversions. Many products start with a low price point and the real money is made from the \$67 and above upsells.</i>                                                                              | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Is the product priced correctly?<br><i>A product should be priced that gives the customer 10 times the value. A PDF for \$47 is an example of something that will not convert. Similar to a \$997 product that your audience knows nothing about. General hot selling prices is \$10 for PDF's, \$20 for video training, \$30 - \$60 for software.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Will the commission structure earn me \$1 or more per click?<br><i>If you promote a \$10 product and get 8% conversions and you're paid 100% commission, you can only earn \$0.80 per click. Upsells or higher priced products are essential for you as an affiliate in these cases. Below is a quick example.</i>                                     | <input type="checkbox"/> | <input type="checkbox"/> |

100 Clicks = 8 sales = \$80 (max \$0.80 earning per click)

*with upsell for \$47 that 50% of customers take.*

*100 Clicks = 8 Front End Sales = \$80*

*4 Customers @ \$23.50 Commission = \$94*

*Total = \$174 (\$1.74 earnings per click)*

- 5 Are there any recurring commissions? ☐ ☐  
*Keep in mind recurring products front end are difficult to sell. From our experience they convert better as a upsell in the online marketing space unless offering a low-cost trial. There are some expectations of course. If the front-end product or any of the upsells include a recurring product this is a pull as you'll earn on going commission.*
- 6 Is there an affiliate contest with prizes? ☐ ☐  
*Affiliate contests shows the sign of a launch the product creator is confident with. It's also a chance to earn extra by winning a prize.*
- 7 Is the product evergreen? ☐ ☐  
*This is important if you plan to promote the product on your blog, YouTube channel or places that you would do set and forget advertising. If the product is not available after a few short days, we would put as much effort into the promotion.*
- 8 Are there any promotional materials or bonuses provided? ☐ ☐  
*In many cases you cannot get access until the day of launch so it's more work to prepare. If the product creator has provided email swipes, details about the product, banners and even bonus material which is common you can use these to create your promotion and increase your conversions.*
- 9 Is the product creator a respectable marketer? ☐ ☐  
*Promoting a product from a marketer with a bad reputation can seriously harm your own business. This is something important always to consider.*
- 10 Does the product creator have a history of releasing high converting products? ☐ ☐  
*With JVZoo and Warrior Plus it's very easy to click on the vendors profile and see all their previous releases. From here you can research the amount sold, conversions and refunds.*

# Checklist 5 - JVZoo Account Setup

To create a JVZoo account first go to: <https://www.jvzoo.com>

Click on the Sign-Up link at the top of the page.

You will then need to register for a free account by providing the following details

- |                                                                                                                                                                                                                                                                                                        | Yes                      | No                       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 1 Display Name<br><i>You may want to use your own name, a brand name or company name or another name of your choice</i>                                                                                                                                                                                | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Email Address<br><i>You will need to verify your email address before accessing your new JVZoo account. So, make sure you have access to this email.</i>                                                                                                                                             | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Password<br><i>Enter a password and make sure you keep this safe somewhere along with your email and username you've used to create your account as you will need these to login in future.</i>                                                                                                      | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Confirm your password<br><i>Re-enter your password and remember these are case sensitive.</i>                                                                                                                                                                                                        | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 I declare I am a citizen of the selected country<br><i>Click on the drop-down menu and select which Country you are from.</i>                                                                                                                                                                        | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 Check the box to agree you have read and agree to all JVZoo Agreements                                                                                                                                                                                                                               | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 Click on the Register button.                                                                                                                                                                                                                                                                        | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 Now go to your email account and find the email from JVZoo and click on the link to finish your registration.<br><i>If you don't see this email in your inbox, then check your spam folder to see if it's been delivered there and if it has click on the link to say it's safe or whitelist it.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 Whitelist their email to make sure you receive important update, notifications and special events.<br><i>If you're not sure how to whitelist emails you can find instructions for all of the most popular email providers by <a href="#">clicking here</a></i>                                       | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 Now you will see that your account has been successfully activated and you can log in using your email and password.<br><i>You will need to confirm that you are not a robot by completing the Captcha code</i>                                                                                     | <input type="checkbox"/> | <input type="checkbox"/> |

- |    |                                                                                                                                                                                                  |                          |                          |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 11 | Once you log in for the first time you will need to fill out all of the required information.                                                                                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | Add your payment profiles<br><i>Such as PayPal or another web merchant, if you don't fill this out then you won't be able to get paid from your product sales or your affiliate commissions.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 | Fill out the W 8BEN or W9 form<br><i>Depending on which Country you live</i>                                                                                                                     | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 | Get a Get Response account if you don't already have<br><i>You can use another autoresponder but there are benefits to using Get Response with JVZoo</i>                                         | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 | Mailing Address<br><i>Make sure that you're using the right email address or update it if it has changed.</i>                                                                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 | Checkout the other additional resources that JVZoo recommends, to help you build your business online.                                                                                           | <input type="checkbox"/> | <input type="checkbox"/> |

## Checklist 6 - JVZoo Product Research

- 1 To find products to promote as an affiliate on JVZoo in your dashboard click on the Affiliates tab. ☐ ☐
- 2 In the drop-down menu click on Find Products. ☐ ☐
- 3 Select a Category and Sub-Category most suited to your interest or niche. ☐ ☐
- 4 Increase the number of results to be displayed so you can see more products to choose from. ☐ ☐
- 5 You can also enter a Keyword specific to your interest or niche and hit search. ☐ ☐
- 6 Product title ☐ ☐

*You will see the name of the product which is also a clickable link. Clicking on the product name/title will open the page where you can request affiliate approval.*

*Note: Sometimes you will find that vendors only accept affiliates with over a specific number of sales made. You may find that vendors will accept but put you on delayed commissions which means that you won't receive your commissions until the 30-60-day money back guarantee has expired. This is to protect themselves in case of refunds. You may also find other criteria that the vendor has for affiliates.*
- 7 Request affiliate approval ☐ ☐

*It is often a good idea to purchase the product you wish to promote and send the vendor your transaction details. This shows them that you have purchased and gone through their product and you would now like to promote it.*

*When you request approval, let them know how you plan on promoting it. For example, if you have an email list or followers on social media you may want to let them know the size of your list or number of followers and how active they are. The more you sell yourself and make them feel you can drive a lot of traffic and make more sales then the more likely you are to be accepted.*

*You may need to wait 24-48hrs to be approved and you will receive an email to let you know.*

*Once you have been accepted then this is the same page where you come to find your affiliate link.*

☐ ☐

8 Vendor's name

*Back on the products page underneath the product name you will find the vendors name. You can click on this to find a list of other products that vendor has created and launched on JVZoo.*

*Note: To find the statistics for these products then you can copy the product name, enter it in the search box and check out the stats such as conversion rate, EPC's, refund rate etc.*

9 Message vendor

*Next to the vendor's name you will see an email icon which you can click to send the vendor a message.*

☐ ☐

10 Launched

*You will see the date that the product was launched. Clicking on this will reorder all the products in date order*

☐ ☐

11 Sold

*Will show you how many units were sold on the front and in the funnel.*

☐ ☐

12 Conv

*Conversion rate*

☐ ☐

13 EPC

*Earnings per click*

☐ ☐

14 Commission

*This show the commission rate you will receive for example 50%*

☐ ☐

15 Refund

*Here you will see the refund rate. Obviously the lower this is the better.*

☐ ☐

16 The sales page

*Click on the product name/title link and you will open the sales page. Look at the sales page and take note of your first impression. Does it look professional and organised with a good headline, bullet points of benefits, a sales video, good sales copy, images etc. Is it very clear what the customer will get when they purchase this product?*

☐ ☐

17 Approved products

*Once you have been accepted to promote products as an affiliate then you will be able to find all of the products you can promote by clicking on the affiliate tab at the top and in the drop-down menu click on Approved Products.*

☐ ☐

18 Once you have your affiliate links it's time to start sending traffic to them.

☐ ☐

# Checklist 7 – Warrior Plus Account Setup

To create a free Warrior Plus account, go to <https://warriorplus.com>  
Click Register at the top of the page

|    |                                                                                                                                                                                                                                                                                                                                       | Yes                      | No                       |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 1  | Enter a Username<br><i>This could be your own name, a brand or company name or anything else you prefer but it's worth remembering that if you plan to create your own products and build your reputation as well as connect with people on social media then it may be a good idea to use your own name so people recognise you.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2  | Enter a password<br><i>Remember to keep this password along with your other login details somewhere safe so you don't forget them.</i>                                                                                                                                                                                                | <input type="checkbox"/> | <input type="checkbox"/> |
| 3  | Enter your email address<br><i>Make sure you enter an email address that you have access to and one which you use often as you may receive important emails that you don't want to miss.</i>                                                                                                                                          | <input type="checkbox"/> | <input type="checkbox"/> |
| 4  | Choose whether you want to receive notifications of special offers and updates by checking or un-checking the box                                                                                                                                                                                                                     | <input type="checkbox"/> | <input type="checkbox"/> |
| 5  | Check the box in the Captcha code<br><i>Complete the verification process to prove that you are not a robot by clicking on all of the boxes containing part of an object that is mentioned.</i>                                                                                                                                       | <input type="checkbox"/> | <input type="checkbox"/> |
| 6  | Click on the verify button                                                                                                                                                                                                                                                                                                            | <input type="checkbox"/> | <input type="checkbox"/> |
| 7  | Click the Create Account button                                                                                                                                                                                                                                                                                                       | <input type="checkbox"/> | <input type="checkbox"/> |
| 8  | Verify your email address<br><i>Go check your inbox for an email from Warrior Plus (if you see it check your spam folder) then open the email and click the link to complete your registration.</i>                                                                                                                                   | <input type="checkbox"/> | <input type="checkbox"/> |
| 9  | Now log in to your new Warrior Plus account                                                                                                                                                                                                                                                                                           | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | Edit your profile<br><i>It's worth remembering that people buy from people they know, like and trust so when you are editing your profile think about how people will see you.</i>                                                                                                                                                    | <input type="checkbox"/> | <input type="checkbox"/> |
|    |                                                                                                                                                                                                                                                                                                                                       | <input type="checkbox"/> | <input type="checkbox"/> |

11 Profile image

*Upload a high-quality professional looking image of yourself, if people don't see an image of you it can seem like you're trying to hide something. Be open and honest in your profile and connect with people who are likely to buy from you as a product creator or as an affiliate.*

12 Enter your details

*Think about who will be checking out your profile and spend a little time on your bio and introduction. Ideally you want to make it sound good enough for people to feel that it's worth following you.*

## Checklist 8 - Warrior Plus Product Research

- |   |                                                                                                                                               |                          |                          |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 1 | View sales page<br><i>Click on the name of the product to open a new tab and look through the sales page</i>                                  | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Vendor details<br><i>Click on the name of the product vendor to view</i>                                                                      | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Things to check with the Vendor profile include                                                                                               | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Their ratings as a product vendor and as an affiliate                                                                                         | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | How many times their products have been featured offers                                                                                       | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | How many followers they have                                                                                                                  | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | How many sales they've made in total on Warrior Plus<br><i>You can also find a list of all their other products available on Warrior Plus</i> | <input type="checkbox"/> | <input type="checkbox"/> |

### To find products and request affiliate approval

- |    | Yes                      | No                       |
|----|--------------------------|--------------------------|
| 8  | <input type="checkbox"/> | <input type="checkbox"/> |
| 9  | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 | <input type="checkbox"/> | <input type="checkbox"/> |
- You can sort results by;*  
*Pulse score*  
*Launch date*  
*Sales*  
*Average sale*  
*Conversion rate*  
*Commission rate*  
*Vendor*
- In the all offers section you will see the results of your searches.*  
*For each product, you will see...*

- |    |                                                                                                                                                                                                                    |                          |                          |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 14 | Product name<br><i>This is also a clickable link and will open the sales page in a new tab.</i>                                                                                                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 | Vendor name<br><i>This is also a clickable link and will take you to the vendor's profile page.<br/>Beside the vendor name you will see their rank on Warrior Plus and how many featured products they've had.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 | Launch date<br><i>This is the date when this product went live.</i>                                                                                                                                                | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 | Sales<br><i>This shows an approximate number of sales this product has made.</i>                                                                                                                                   | <input type="checkbox"/> | <input type="checkbox"/> |
| 18 | Conv. Rate<br><i>This is the conversion rate. Aim to find products with a conversion rate of 10% or higher to see best results.</i>                                                                                | <input type="checkbox"/> | <input type="checkbox"/> |
| 19 | Visitor Value<br><i>This is how much you will earn on average from each visitor you send to this offer.</i>                                                                                                        | <input type="checkbox"/> | <input type="checkbox"/> |
| 20 | Comm. Rate<br><i>This is how much you will earn in commissions for each sale and throughout the funnel.</i>                                                                                                        | <input type="checkbox"/> | <input type="checkbox"/> |
| 21 | Refund Rate<br><i>This is the percentage of those who have purchased the product and requested a refund. Aim to promote products with around 3% or less for best results.</i>                                      | <input type="checkbox"/> | <input type="checkbox"/> |
| 22 | Pulse score<br><i>This is a score given to each product that indicates how many affiliates are making sales when promoting this product. The higher this score the better.</i>                                     | <input type="checkbox"/> | <input type="checkbox"/> |

### **Request Affiliate Approval**

- |    |                                                                                                                                                                                                                                                                                               |                          |                          |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
|    |                                                                                                                                                                                                                                                                                               | Yes                      | No                       |
| 23 | Affiliate offer details page<br><i>You will see some more information such as the training materials the product includes. You may also find a link to the JV page which will explain the benefits of promoting this offer to affiliates and possibly show the funnel and contest prizes.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
|    |                                                                                                                                                                                                                                                                                               | <input type="checkbox"/> | <input type="checkbox"/> |

24 Request to promote offer

*When you click on the request approval button you will see a pop-up box appear in which you can write a short message asking the product vendor to grant you permission to promote their product as an affiliate.*

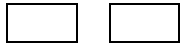
*If you have purchased the product then make sure you mention this as they will appreciate the fact that you invested in them but it also shows that you've gone through the product and you know what's included in it.*

*Also mention how you plan on promoting the product. For example, you could mention that you will be promoting it to your list of buyers, your blog subscribers, your followers on social media etc.*

25 Get Affiliate Links

*Once you have been approved to promote products then you can find all your affiliate links by clicking on the Affiliates tab and then click on Get Links.*

*Then copy your affiliate link and start driving traffic to it.*



# Checklist 9 - ClickBank Account Setup

## Creating Your Account

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Yes                      | No                       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 1 To create a free Clickbank account go to: <a href="https://www.clickbank.com">https://www.clickbank.com</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Click on Create Account                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Sign up for a Clickbank account                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Personal information: You will need to provide the following details;                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 Preferred language                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 Country                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 Address                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 Contact Details                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 Payment and banking details                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 Client contract<br><i>Next you will be required to read Clickbank's terms and conditions<br/>And after you have read them you will be able to check the box to say that you agree to them.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 You will need to complete the captcha code to confirm that you're not a robot                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 You will need to create a Nickname and password<br><i>The nickname that you create will be displayed at the bottom of every order form for any product you promote. So, it's worth thinking of a generic name or one which might be expected to see on an order form. It doesn't look good if someone goes to an order form and sees someone's name at the bottom of it. Something like SecureForm would be good but that will be taken.<br/>This is also a good way of testing that your affiliate link works, and you will receive commissions. When you have your affiliate link, click on it and go to the sales page, then click on the buy now button and go through to the order form. Then scroll down to the bottom and check to see if your nickname is shown there. If it isn't then something is wrong, and you wouldn't receive commissions if someone placed an order.</i> | <input type="checkbox"/> | <input type="checkbox"/> |

|    |                                                                                                              |                          |                          |
|----|--------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 14 | Link to existing account                                                                                     | <input type="checkbox"/> | <input type="checkbox"/> |
|    | <i>If you already have a Clickbank account, then you can link this new account to it by checking the box</i> |                          |                          |

|    |                           |                          |                          |
|----|---------------------------|--------------------------|--------------------------|
| 15 | Then click Create Account | <input type="checkbox"/> | <input type="checkbox"/> |
|----|---------------------------|--------------------------|--------------------------|

**Clickbank Client Survey**

|    |                                                                                                                                    |                          |                          |
|----|------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
|    |                                                                                                                                    | Yes                      | No                       |
| 16 | Next you just need to let Clickbank know how you intend to use their platform. You will need to provide the following information; | <input type="checkbox"/> | <input type="checkbox"/> |

|    |                                                    |                          |                          |
|----|----------------------------------------------------|--------------------------|--------------------------|
| 17 | How are you planning to use this specific account? | <input type="checkbox"/> | <input type="checkbox"/> |
|----|----------------------------------------------------|--------------------------|--------------------------|

|    |                                                                               |                          |                          |
|----|-------------------------------------------------------------------------------|--------------------------|--------------------------|
| 18 | If you already have a Clickbank account, then add the other account nicknames | <input type="checkbox"/> | <input type="checkbox"/> |
|----|-------------------------------------------------------------------------------|--------------------------|--------------------------|

|    |                                           |                          |                          |
|----|-------------------------------------------|--------------------------|--------------------------|
| 19 | What is your level of internet marketing? | <input type="checkbox"/> | <input type="checkbox"/> |
|----|-------------------------------------------|--------------------------|--------------------------|

|    |                                                  |                          |                          |
|----|--------------------------------------------------|--------------------------|--------------------------|
| 20 | What's your biggest obstacle in finding success? | <input type="checkbox"/> | <input type="checkbox"/> |
|----|--------------------------------------------------|--------------------------|--------------------------|

|    |                                                        |                          |                          |
|----|--------------------------------------------------------|--------------------------|--------------------------|
| 21 | How do you personally use technology in your business? | <input type="checkbox"/> | <input type="checkbox"/> |
|----|--------------------------------------------------------|--------------------------|--------------------------|

|    |                                          |                          |                          |
|----|------------------------------------------|--------------------------|--------------------------|
| 22 | What do you feel would benefit you most? | <input type="checkbox"/> | <input type="checkbox"/> |
|----|------------------------------------------|--------------------------|--------------------------|

|    |                                                                     |                          |                          |
|----|---------------------------------------------------------------------|--------------------------|--------------------------|
| 23 | As a vendor or affiliate which ways do you currently drive traffic? | <input type="checkbox"/> | <input type="checkbox"/> |
|----|---------------------------------------------------------------------|--------------------------|--------------------------|

|    |                                                                               |                          |                          |
|----|-------------------------------------------------------------------------------|--------------------------|--------------------------|
| 24 | As a vendor or affiliate which languages do you plan on selling or promoting? | <input type="checkbox"/> | <input type="checkbox"/> |
|----|-------------------------------------------------------------------------------|--------------------------|--------------------------|

|    |                                                                                         |                          |                          |
|----|-----------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 25 | As a vendor or affiliate what is the size of the audience you reach on a monthly basis? | <input type="checkbox"/> | <input type="checkbox"/> |
|----|-----------------------------------------------------------------------------------------|--------------------------|--------------------------|

|    |                                                                                |                          |                          |
|----|--------------------------------------------------------------------------------|--------------------------|--------------------------|
| 26 | As a vendor or affiliate which niches do you plan to sell or promote products? | <input type="checkbox"/> | <input type="checkbox"/> |
|----|--------------------------------------------------------------------------------|--------------------------|--------------------------|

|    |                     |                          |                          |
|----|---------------------|--------------------------|--------------------------|
| 27 | Click Submit Survey | <input type="checkbox"/> | <input type="checkbox"/> |
|----|---------------------|--------------------------|--------------------------|

|     |    |
|-----|----|
| Yes | No |
|-----|----|

## Clickbank University

28 Next you will be taken to a page where you are can watch a video and receive access to Clickbank's own training

☐ ☐

29 Check your email

*You will need to go and check your inbox to find an email from Clickbank and click on the link in it to verify your email address*

*Once you do this you will be taken to your new Clickbank account dashboard.*

☐ ☐

30 Click on the settings tab at the top of the page and check all of your details are correct.

☐ ☐

31 To make sure you receive your payments, on the settings page scroll down to payment information and click on >> Edit

*Now select your payment threshold, this means that you don't want to be paid until you have earned this much. You can choose payment thresholds anywhere from as low as \$10 and up to \$1,000,000*

☐ ☐

32 Choose whether you would like your payments to be sent to your address in the form of a Cheque from Clickbank or if you would prefer to receive direct deposits into your bank

*You will need to provide your bank details and agree to the terms and conditions.*

☐ ☐

33 Finally choose whether you would like to be paid weekly or bi-weekly.

☐ ☐

# Checklist 10 - ClickBank Product Research

To find products to promote as an affiliate on Clickbank click on the Marketplace link at the top of the page

One way to find products related to your niche is to look through the categories in the left-hand column and each of these categories opens a list of subcategories when clicked.

When you click on your chosen category or subcategory you will see all the products that have been listed within that category/sub-category.

## Understanding the stats

|                                                                                                                                                                                                                                                                                                                                                                                            | Yes                      | No                       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 1 Title and description<br><i>The first thing you'll see for each product is the Title and description of the product. This is also a clickable link and when clicked, will open in a new tab where you can view the sales page.</i>                                                                                                                                                       | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Look at the sales page<br><i>Does the sales page look professional, does it have good sales copy that explains all the benefits the customer will receive, does it have a sales video etc. Ask yourself, would you buy this product? If it's a NO or as soon as you open the sales page your first impression isn't very good, then it's likely other people will feel the same way.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Affiliate page link<br><i>You may also find a link to the product affiliate page underneath the title and description. This shows that the product creator has taken the time to help their affiliates and it can save you a lot of time. Click on the link to open the affiliate page in a new tab and see what affiliate resources are provided for you to use in your promotions.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Grav<br><i>Gravity is an approximate indication of how many affiliates have successfully promoted this product and is a sign that it's converting well. The higher the number the better.</i>                                                                                                                                                                                            | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 Initial \$ sale<br><i>This is the average \$ amount you would receive from an initial sale alone.</i>                                                                                                                                                                                                                                                                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 Avg \$ sale<br><i>This is the average \$ amount you would receive which includes the initial and rebill sale.</i>                                                                                                                                                                                                                                                                        | <input type="checkbox"/> | <input type="checkbox"/> |
|                                                                                                                                                                                                                                                                                                                                                                                            | <input type="checkbox"/> | <input type="checkbox"/> |

7 Avg Rebill Total  
*This is the average \$ amount you would receive in recurring payments after the initial sale. Usually each month.*

8 Avg % sale  
*This is the percentage you will receive in commissions from the initial sale.*

9 Avg % rebill  
*This is the percentage you will receive in commissions for recurring payments. i.e How much you will receive each month from a single sale for as long as that customer remains a member and pays their subscription each month.*

10 Search box  
*You can enter keywords related to your interests or niche into the search box and click on the magnifying glass to see the results.*  
*Note: If you don't enter any keywords into this box and you click search with the box empty, then you will find the results show all the most popular/top selling products on Clickbank.*

11 Advanced search  
*You can filter the search results to only display products that fit the following criteria;*

12 Products that match a specific keyword

13 You can choose to exclude keywords

14 Select a category from within advanced search

15 Change the number of products to be displayed on one page

16 Gravity  
*Only show products with gravity higher or lower than the number you enter*

17 Product type  
*Shippable media or pitch plus*

18 Preferred language

19 Billing type  
*One-time or recurring*

20 Vendor activation date  
*You could use this to find newer or older products*

- |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                          |                          |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 21 | Affiliate page<br><i>Only show results that have an affiliate tools page</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <input type="checkbox"/> | <input type="checkbox"/> |
| 22 | Vendor spotlight<br><i>Only show results that have a spotlight page which is a vendor's profile that shows affiliates the following information:</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <input type="checkbox"/> | <input type="checkbox"/> |
| 23 | Sales statistics<br><i>Customer-facing advertisements, to give affiliates more info about your product and what sales messages they should use</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <input type="checkbox"/> | <input type="checkbox"/> |
| 24 | Mobile features<br><i>Only show products that have a mobile optimised sales page and affiliate link.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <input type="checkbox"/> | <input type="checkbox"/> |
| 25 | Get your Affiliate Link<br><i>Once you have found a product that you want to promote then click on the promote button.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <input type="checkbox"/> | <input type="checkbox"/> |
| 26 | You will see a page which shows you how much commission you will earn and 2 boxes below. The first box should contain your username/nickname                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <input type="checkbox"/> | <input type="checkbox"/> |
| 27 | The second box is where you can add a tracking ID which is optional. If you want to know where your sales are coming from, such as any promotions on Facebook or promotions from email, then you can add something here that will help you identify which traffic method you're using is making sales.                                                                                                                                                                                                                                                                                                                                                                               | <input type="checkbox"/> | <input type="checkbox"/> |
| 28 | Click the Create button<br><i>Now you will see your affiliate link, this is the link you will need to use to earn commissions. You can use a url shortener or a url redirect to send traffic to this link.</i><br><i>Note: To test that your link is working, and you will receive your commissions, then you can test this link by clicking on your affiliate link and going to the sales page. Then click on buy now and go to the order form. At the bottom of the order form you should see your Clickbank username/nickname. If you do not, then something hasn't worked and you would not receive commissions for this sale, so go back and check your affiliate link etc.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 29 | Once you have tested your affiliate link and it's working then you're ready to promote and start driving traffic to your affiliate link.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <input type="checkbox"/> | <input type="checkbox"/> |

# Checklist 11 - Checking The Launch Calendar

Go to Muncheye <http://muncheye.com>

At the top you will see banners which are promoting BIG launches – the product creators are paying approx. \$150 per day to have their products displayed there.

In the left column, you will see BIG launches – product creators pay approx. \$50 per day to have their products listed there.

In the right column, you will see All Launches (This is the best place to concentrate on)

|    |                                                                                                                                                                                                                                                                             | Yes                      | No                       |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 1  | Check this list once per week to check for any new launches that month.                                                                                                                                                                                                     | <input type="checkbox"/> | <input type="checkbox"/> |
| 2  | Check the platform they are being launched<br><i>i.e. JVZoo or Warrior+, If it's blank it may be a different network or self-hosted</i>                                                                                                                                     | <input type="checkbox"/> | <input type="checkbox"/> |
| 3  | Check the date the product is being launched.<br><i>(Your conversions will be lower if product launched 2-3 days ago)</i><br><i>Note: The best time to promote the product is on the day of launch and then follow up with emails during the few days after the launch.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4  | Once you have found a product you're interested in promoting then open the sales page in a new tab<br><i>Right click name of product and click open in new tab</i>                                                                                                          | <input type="checkbox"/> | <input type="checkbox"/> |
| 5  | Repeat this for several different products you're interested in promoting                                                                                                                                                                                                   | <input type="checkbox"/> | <input type="checkbox"/> |
| 6  | Check the launch details which include;                                                                                                                                                                                                                                     | <input type="checkbox"/> | <input type="checkbox"/> |
| 7  | The Vendor/ Product creator<br><i>You can click on the vendor name and see a list of products they have launched before and you can check stats on those products</i>                                                                                                       | <input type="checkbox"/> | <input type="checkbox"/> |
| 8  | Product name                                                                                                                                                                                                                                                                | <input type="checkbox"/> | <input type="checkbox"/> |
| 9  | Launch date & time                                                                                                                                                                                                                                                          | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | Front end price<br><i>The price of the first product in the funnel</i>                                                                                                                                                                                                      | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | JV page link<br><i>Very important! Check if they have a JV page, if it's a professional looking page, does it have a JV video etc. or does it not have a JV page at all?</i>                                                                                                | <input type="checkbox"/> | <input type="checkbox"/> |

- |    |                                                                                                                                                                                                                                                                                                                                                 |                          |                          |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 12 | Does the JV page have a funnel showing commissions you will earn from upsells and downsells?<br><i>If there's no JV page, then simply move onto the next product which does provide the details you need.</i>                                                                                                                                   | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 | Commissions<br><i>The commission percentage you will earn for each sale you make.<br/>Note: Normally a front-end product priced below \$10 should ideally offer 100% commissions and on upsells/otos normally expect 50% commissions.<br/>(You can calculate approximate EPC's from commissions and a product converting on average at 10%)</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 | Decide which platform is this product launching on                                                                                                                                                                                                                                                                                              | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 | Which niche/category is the product in, and will it be relevant to your list or followers?                                                                                                                                                                                                                                                      | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 | When you find a JV page that you like, then look through the sales page and decide if the product is for you to promote.                                                                                                                                                                                                                        | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 | To do more research on the product vendor click on the link to get your affiliate link.<br><i>You will then see a page on e.g. JVZoo where you find the vendors name and a button where you can view profile.<br/>You will then see a list of all the previous products they have launched.</i>                                                 | <input type="checkbox"/> | <input type="checkbox"/> |
| 18 | To research any of the vendor's products individually (on JVZoo) click on the Affiliates tab at the top and in dropdown click on find products.                                                                                                                                                                                                 | <input type="checkbox"/> | <input type="checkbox"/> |
| 19 | In the keyword search box enter the name of the product or the name of the product creator.<br><i>You will then see a list of all the product creator's products and the details of sales, EPC's and refund rates etc.</i>                                                                                                                      | <input type="checkbox"/> | <input type="checkbox"/> |
| 20 | When you have found a product that's suited to your audience, you feel that it will convert well and you are happy to promote it then make a note of the date and enter the JV page link into the relevant date in your Google Calendar.                                                                                                        | <input type="checkbox"/> | <input type="checkbox"/> |
| 21 | You may also want to build a bonus page and promote that offer for the following 3-4 days after launch. (Check Bonus page Checklist)                                                                                                                                                                                                            | <input type="checkbox"/> | <input type="checkbox"/> |
| 22 | To research any of the vendor's products individually using Warrior Plus:                                                                                                                                                                                                                                                                       | <input type="checkbox"/> | <input type="checkbox"/> |

- 23 Go to the JV Page and click on get your affiliate link ☐ ☐
- 24 Then click on the vendors name ☐ ☐
- 25 You will then see information on the vendor such as;  
*The number of followers they have.*  
*How many featured products they've had.*  
*The number of sales they've made.*  
*The product's they have sold in the past.* ☐ ☐
- 26 Once you click on the Get Your Affiliate Link on the JV Page you will be taken to a page where you can request Affiliate Approval. ☐ ☐
- 27 Once you've been approved you can then copy your affiliate link and start driving traffic to it. ☐ ☐

# Checklist 12 - Affiliate Approval

When you are new to affiliate marketing or new to using a different affiliate marketing platform and you need to request approval to promote a product, it can be frustrating to find out that some vendors won't approve you unless you have made a certain number of sales.

You may feel like you'll never be able to make any sales if no one accepts you as an affiliate.

However, what you will find is that most vendors are just trying to make sure that they only accept affiliates who are genuinely going to promote their products the right way, pre-sell their products and send them good quality traffic which converts into sales.

Sending a ton of poor quality traffic to an offer can affect the product vendors conversion rates and this will not help them at all.

So, if and when they do approve your request then don't be surprised or disheartened if they set your commissions to delayed and not instant.

This means that they will wait until the 30-60-day money back guarantee has expired and then you will receive your commissions. This is normal and they just don't want to pay you and then have to refund a customer as they will lose money.

## Affiliate Approval Requests

To improve the chances of your affiliate approval request being accepted there are several things you can do which will help you when filling out your request, these are;

- |                                                                                                                                                                                                                                                                                                                                                      | Yes                      | No                       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 1 Social Media<br><i>Connect with product vendors on Social Media, like, share and comment on their posts. Sharing their posts will help you stand out and they will appreciate the share as it will help drive more traffic for them. Also join Facebook groups like JVZoo and Muncheye etc and interact with their posts to get more exposure.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Live Events<br><i>If you ever have the opportunity to attend live events, then make sure you do. This is probably the best way to connect with people and build business relationships and friendships. If you can connect with people at live events, they are more likely to remember you and accept your requests.</i>                          | <input type="checkbox"/> | <input type="checkbox"/> |
|                                                                                                                                                                                                                                                                                                                                                      | <input type="checkbox"/> | <input type="checkbox"/> |

3 Buy their product

*If you let them know that you would like to promote the product after purchasing it this will greatly improve your chance of being approved. They will appreciate the fact you have purchased it and will also see that you are promoting something you have used rather than not knowing what's inside the product.*

4 How will you promote?

*Let them know how you plan on promoting their product and the methods you will use to drive traffic to their offer. If you have an email list or a following on social media in a niche related to their product this will help. You want to let them know you already have an audience that's perfect for their product.*

☐☐

5 Don't say you're a student

*If you are being coached or following training from another marketer then don't mention this. They may not like the other marketer or their marketing methods. It's fine to say that you're new to the affiliate platform or new to marketing but ideally don't mention it. They would prefer affiliates who have some experience.*

☐☐

6 Delayed Commissions

*Accept the fact that if they do not know you or you haven't made many sales before then they are likely to set you commissions to delayed. Don't ask them to set your commissions to instant.*

☐☐

7 After requesting approval

*After you have requested affiliate approval and have not had a reply for a couple of days then you may want to contact them on social media or via email and let them know and ask if they can approve you or if there's something you need to do to get approved.*

☐☐

8 Your own products

*If you have your own products, then let them know. This is a great way to drive traffic through a launch to an affiliate link within your own product as long as it's relevant.*

☐☐

9 Never promote poor quality products

*If you promote products that don't deliver, then chances are people will refund. Vendors will be able to see your refund rate and if it's poor then it's very likely that your request will be denied.*

☐☐

## Checklist 13 - Plan Promotions in Advance

Keep in mind that the most successful affiliates in this industry are planning their promoting weeks in advance. It's important that you have a Google Calendar, Google Sheet or Document to make notes and plan your promotions.

|   |                                                                                                                                                    | Yes                      | No                       |
|---|----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 1 | Have I setup my squeeze page 5 days before launch? (Use only if using the list building method)                                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Have I setup my review page with product review in video format and listed all bonuses included? (Check Product Review Checklist for more on this) | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Have I sent paid traffic like FB Ads to my landing page 2 - 5 days before launch?                                                                  | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Have I shared my bonus page or squeeze page on Social Media letting people know about the product, my review and bonus 1 - 2 days before launch?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Have I emailed my subscribers the day before launch letting them know about the product and my bonus?                                              | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Have I emailed my subscribers on the exact time the product officially goes live directing them to my bonus page and review video?                 | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Have I updated my Social Media profiles and fan pages letting people know the product is live?                                                     | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Have I changed any of the follow-up emails from product "going live @" to "product is now live"? (Use if using the list building method)           | <input type="checkbox"/> | <input type="checkbox"/> |

- |    |                                                                                                                                                                           |                          |                          |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 9  | Have I emailed unopened for the previous email 8 hours after the product went live?                                                                                       | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | Have I followed up with a reminder email the next morning at 6.00am EST?                                                                                                  | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | On the 3rd day have I sent an email in the afternoon or late PM as a reminder including a link to your bonus page and the affiliate link direct?                          | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | Halfway into the promotion have I updated my followers, fan pages, social media profile and Facebook ads reminding people about the offer and bonus?                      | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 | On the final day of launch with 24 hours to go have I emailed my list reminding them about the product including a link to your bonus page and the affiliate link direct? | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 | With 6 hours left in the launch have I emailed using as much urgency as possible?                                                                                         | <input type="checkbox"/> | <input type="checkbox"/> |

*For example, the offer is closing, my bonuses will be removed, the price will increase, etc.*

# Checklist 14 - List Building With Affiliate Marketing

The biggest mistake many affiliates make is sending cold traffic directly to the sales page for an affiliate offer. Keep in mind cold traffic like this does not really convert, maybe at 3% if lucky. Now what if could get 10% conversions by following these checklists and building an email list that you can use as your number 1 free traffic source for years to come? Well now you can.

This is a proven and simple method which many top marketers have used for years and continues to work.

|                                                                            | Yes                      | No                       |
|----------------------------------------------------------------------------|--------------------------|--------------------------|
| 1 Choose the offer that you would like to promote.                         | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Have the sales page preview and copy the headline.                       | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Create a squeeze page with the headline and opt-in box.                  | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 After opt-in deliver the subscriber to a review video or the sales page. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 Have a follow-up email in place directing people back to the offer.      | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 Have 3 more follow-up emails in place sending people to the offer.       | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 Rinse and repeat.                                                        | <input type="checkbox"/> | <input type="checkbox"/> |

# Checklist 15 - Promotion Emails

Don't just copy and paste email swipes!

Some of the content may not be 100% accurate so you will need to check this

Remember there are probably a lot of other marketers that have copy and pasted the subject lines and email content so yours won't be any different. So, it's better to write your own unique emails using the information you've gained from going through or using the product yourself and maybe some key benefits from the sales page and email swipes but written in your own words

- |   |                                                                                                               | Yes                      | No                       |
|---|---------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 1 | If you do copy and paste any content, then paste it first into a notepad or word doc to remove any formatting | <input type="checkbox"/> | <input type="checkbox"/> |

- |   |                                                                                            |                          |                          |
|---|--------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 2 | When writing your emails make sure that you use a name within the first line of the email. | <input type="checkbox"/> | <input type="checkbox"/> |
|---|--------------------------------------------------------------------------------------------|--------------------------|--------------------------|

*If you do have the name of all your email subscribers then you may want to use the name prefix in your email but if you do not have all of your subscriber's names then you may want to include your own name for example;  
Hi, Mark Laxton here and I just want to....*

- |   |                                                                                                                                                                                                                                                                    |                          |                          |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 3 | Then you can start off with building some excitement, such as telling them how you have found something that everyone's talking about or you've been given exclusive access to something that you want to share with them before everyone else find's out about it | <input type="checkbox"/> | <input type="checkbox"/> |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|

*Remember you need to grab their attention immediately, so they want to continue reading your email*

- |   |                                                                                                                                                                                    |                          |                          |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 4 | Then you may want to add a brief description of who created the product and the results they had with it; these results should be just what your reader is looking for themselves. | <input type="checkbox"/> | <input type="checkbox"/> |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|

*The more attractive this sounds to them then the more likely they are to continue reading and go and check out the offer*

|                          |                          |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |
|--------------------------|--------------------------|

- 5 Then go into a little more detail into what's in the product

*Not how many videos and pdf's but more like this... "In the members area, he walks you through the exact process he has taken to achieve (results they want) and provides step by step videos that you can easily follow to achieve the same results.*

- 6 You could also mention that you have followed these steps and you have already started seeing results in your own business within a short time

☐☐

*Generally, it's not always good to include the price of the product within the email, let them go check the offer and find the price themselves. Sometimes the price could put them off whether it's too high or too low before they've even gone and checked out the sales page and found out more information*

- 7 If you do want to include the price and some kind of incentive, then you can use scarcity in your email.

☐☐

*You could then mention how this kind of training is normally worth (\$\$\$) but for the next 24 hours he's almost giving it away and you can get it for only \$7 but after 24 hours the price will be increasing to \$27 (adding scarcity by letting them know that the low price is only for a limited time will help and, in many cases you will find a timer or a limited number of copies on the sales page*

- 8 You may also want to offer them a bonus to incentivise them to buy through your link, this might be a free pdf that's relevant to the product you're promoting or something else that will help them achieve the results they want.

☐☐

- 9 Do not do as some affiliate do and offer \$7,000 worth of PLR material on all different areas of your niche in addition to them purchasing a \$7 offer.

☐☐

*That much material will not necessarily help them and may in fact just distract them and hinder their progress.*

☐☐

- 10 Include a P.S underneath where you sign off with your name.

*The P.S can include something else that might give them more incentive to take action and go and check the offer or purchase right away or if could be something that encourages them to keep an eye out for your next email. You may want to include a link in your P.S but remember this could reduce the number of people clicking on the link to see the offer which may reduce sales or it may catch those people who aren't interested in the offer but may be interested in something else, so use it wisely.*

- 11 Once your email is complete, it's a good idea to use some kind of spell-checker and proofread it to make sure it all reads ok before you send it.

☐ ☐

- 12 Then write or paste your email into your autoresponder

☐ ☐

- 13 Format your email so that it's easier to read.

☐ ☐

*This is easily done by shortening the length of the lines and adding paragraph breaks so that it's readable in short bite sized paragraphs.*

- 14 When an email contains paragraphs of 3 or more lines it can look like a lot to read, especially on a mobile phone and this can put people off if they are busy.

☐ ☐

- 15 When you write or paste your email into your autoresponder remember to hyperlink your links in your email.

☐ ☐

- 16 Go and grab your affiliate link

☐ ☐

### Link tracking

Yes No

- 17 Tracking your links is always advisable as you can then see how many clicks you are receiving and how it's converting.

☐ ☐

*Once you have your affiliate link you can enter it into the link tracker that you have chosen to use, this will also help cloak your affiliate link so that it's shorter*

*and doesn't look like an affiliate link and then you can use that new link as the hyperlink in your email.*

*There are many different link trackers to choose from so it's just a case of Google searching and finding the one that you like most.*

## Subject lines

- |    |                                                                                                                                                                                                                                                                                                                             | Yes                      | No                       |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 18 | Next add your subject line.                                                                                                                                                                                                                                                                                                 | <input type="checkbox"/> | <input type="checkbox"/> |
|    | <i>It's well worth taking your time to think of a subject line that catches someone's attention and makes them want to open your email.</i>                                                                                                                                                                                 |                          |                          |
|    | <i>Your subject line could be just 1 or 2 words such as "Thank You" or it could be a longer subject line such as "You'll never believe who I've just seen in my local supermarket..."</i>                                                                                                                                   |                          |                          |
|    | <i>Both subject lines leave someone thinking...</i>                                                                                                                                                                                                                                                                         |                          |                          |
|    | <i>Thank you for what?</i>                                                                                                                                                                                                                                                                                                  |                          |                          |
|    | <i>Who have you just seen?</i>                                                                                                                                                                                                                                                                                              |                          |                          |
|    | <i>Either way they must open the email to find out, then your email can tell a story or talk more about why you're thanking them for any number of reasons.</i>                                                                                                                                                             |                          |                          |
| 19 | Test your email                                                                                                                                                                                                                                                                                                             | <input type="checkbox"/> | <input type="checkbox"/> |
|    | <i>Once your email is complete then it's highly advisable to test your mail and the links within it. You can do this by sending a test email to an email address you own, and you may want to create a few different email addresses on some of the most common free email providers such as Outlook, Gmail, Yahoo etc.</i> |                          |                          |
|    | <i>This way you can check if the same email is being delivered to the inbox or spam folder in each of your accounts.</i>                                                                                                                                                                                                    |                          |                          |
| 20 | Schedule the email to be sent as a broadcast on a specific date and time or you could send it straight away depending on the launch date of the product you're promoting.                                                                                                                                                   | <input type="checkbox"/> | <input type="checkbox"/> |
| 21 | Test your emails and conversions by sending them to smaller lists rather than your entire email list if you have a large list. If you have good conversions, then you can email the rest of your list.                                                                                                                      | <input type="checkbox"/> | <input type="checkbox"/> |

# Checklist 16 - Offering & Delivering Bonuses

Here's a simple rule to increase conversions for any affiliate promotion. To double your conversions, you can add PLR products. It's easy to in most cases it works. To access over 5,149 PLR Products for free go to [DownloadPLRProducts.com](http://DownloadPLRProducts.com) or check resources. To double your conversions, offer a product of your own. To triple your conversions, create a piece of content that adds more value to the product you are promotion. A video, a checklist, a PDF report, etc.

## When Creating Bonuses For Your Offer

|                                                                        | Yes                      | No                       |
|------------------------------------------------------------------------|--------------------------|--------------------------|
| 1 Have I included additional products and resources in the bonus?      | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Have I included some of my own products in the bonus?                | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Have I created a new piece of content or software as a bonus?        | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Have I offered a live training webinar as a bonus?                   | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 Have I offered access to any of my membership sites as a bonus?      | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 Are my bonuses relevant to the offer I am promoting?                 | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 Is the value in my bonuses 10x the price of the offer I'm promoting? | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 Have I asked the product creator for any additional bonuses?         | <input type="checkbox"/> | <input type="checkbox"/> |

Yes No

### Adding Your Bonus Download Links (JVZoo)

- |    |                                                                      |                          |                          |
|----|----------------------------------------------------------------------|--------------------------|--------------------------|
| 9  | Request approval to promote the offer.                               | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | Once approved go to the affiliate details page                       | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | You'll see Add Bonus in a tab below your affiliate link. Click this. | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | Enter your bonus name.                                               | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 | Enter your bonus URL                                                 | <input type="checkbox"/> | <input type="checkbox"/> |

*(Accepted file types: pdf, zip, rar, gz. Up to 128MB. SAVE BONUS)  
Generally we send our customers to a thank you URL where we deliver the bonuses. This way we can include banners for other products or the upsells.*

### Adding Your Bonus Download Links (Warrior Plus)

- |    |                                                           | Yes                      | No                       |
|----|-----------------------------------------------------------|--------------------------|--------------------------|
| 14 | Request approval to promote the offer.                    | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 | Once approved go to Warrior Plus > Affiliates > Get Links | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 | Click Get Link for the offer you want to add a bonus for. | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 | Enter "Buyer Bonus URL"                                   | <input type="checkbox"/> | <input type="checkbox"/> |

*With Warrior Plus you can only enter and URL linking the customer to the bonus.*

## Delivering Your Bonuses In Other Networks

- |                                                                                                                                    | Yes                      | No                       |
|------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 18 Request to promote the offer (if required)                                                                                      | <input type="checkbox"/> | <input type="checkbox"/> |
| 19 On your bonus page or included inside your promotional email ask the customer to reply with their receipt as proof of purchase. | <input type="checkbox"/> | <input type="checkbox"/> |
| 20 Reply to the customer directly with the link to the bonus.                                                                      | <input type="checkbox"/> | <input type="checkbox"/> |

*You can use a support desk for this if you wish and it can also be outsourced*

# Checklist 17 - Product Review

The best way to get higher conversions, more sales and build a better relationship with your followers while promoting a product is doing a review and bonus videos for each promotion.

In order to do a complete review of a product following this guide you would require access.

|                                                                            | Yes                      | No                       |
|----------------------------------------------------------------------------|--------------------------|--------------------------|
| 1 Do I have access to the product to complete a detailed review?           | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Have I tested the product before starting my review?                     | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Have I listed the main benefits and features of the product?             | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Have I talked about how the product will benefit the buyer?              | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 Have I reviewed the sales page showing people what to expect?            | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 Have I reviewed the members area show people what they'll get?           | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 Have I included additional bonuses to increase conversions in my review? | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 Have I uploaded my review video to YouTube?                              | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 Have I uploaded my review video to Facebook?                             | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 Have I uploaded my review video to Google+?                             | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 Have I created a blog post with my review, video and bonus?             | <input type="checkbox"/> | <input type="checkbox"/> |

- 12 Have I contacted the product creator and asked for an interview to add more value? ☐ ☐
- 13 On my review page have I a clear call to action so people can purchase? ☐ ☐
- 14 Have I included a link to support for questions people might have about the product? ☐ ☐
- 15 Have I a timer or limited number of bonuses in place to add urgency to the promotion? ☐ ☐

## Checklist 18 - Affiliate Marketing - Free Traffic

In order to make sales and build your list you need traffic. Thankfully there's a massive amount of free resources to get your going. Below are all the free traffic methods we use in our business to drive traffic to any affiliate offer or squeeze page.

|                                                                | Yes                      | No                       |
|----------------------------------------------------------------|--------------------------|--------------------------|
| 1 Have I emailed my subscribers?                               | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Have I updated my Facebook Profile?                          | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Have I updated my Facebook Fan Pages?                        | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Have I updated my Facebook Groups?                           | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 Have I updated my Twitter Account?                           | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 Have I updated my Google+ Account?                           | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 Have I uploaded a video to YouTube?                          | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 Have I created a blog post for the offer?                    | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 Have I sent a broadcast to my Many Chat subscribers?         | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 Have I sent out Push Notifications to my list?              | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 Have I contacted my SMS Subscribers?                        | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 Have I posted in relevant Facebook groups that allow links? | <input type="checkbox"/> | <input type="checkbox"/> |

- |    |                                                                                 |                          |                          |
|----|---------------------------------------------------------------------------------|--------------------------|--------------------------|
| 13 | Have I interviewed the product creator and shared the video and link?           | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 | Have I posted on other Social Networks where active or a following?             | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 | Have I posted on niche related forums and subreddits?                           | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 | Have I written a guest post on another blog that receives traffic?              | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 | Have I commented on other blogs and included a link back to my own site?        | <input type="checkbox"/> | <input type="checkbox"/> |
| 18 | Have I submitted any articles to article directories?                           | <input type="checkbox"/> | <input type="checkbox"/> |
| 19 | Have I submitted PLR eBooks containing my affiliate link to distribution sites? | <input type="checkbox"/> | <input type="checkbox"/> |
| 20 | Have I added this product to my list of useful resources page on my blog?       | <input type="checkbox"/> | <input type="checkbox"/> |
| 21 | Have I created slides and upload them to Slideshare?                            | <input type="checkbox"/> | <input type="checkbox"/> |

## Checklist 19 - Affiliate Marketing - Paid Traffic

Paid traffic is the key to scaling any business and there's no lack of sources out there that are willing to take your hard-earned money. When purchasing traffic, it's essential that you setup tracking so that you can see your squeeze page opt-in conversion (at least) from various traffic sources.

Here's the list of proven paid traffic sources you can use to promote affiliate offers.

|   |                                                                     | Yes                      | No                       |
|---|---------------------------------------------------------------------|--------------------------|--------------------------|
| 1 | Have you uploaded and advertised your video on YouTube?             | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Have you used Google Adwords to run campaigns to your squeeze page? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Have you used Bing Ads to send traffic to your squeeze page?        | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Have you used Facebook Page Post Engagement Ads?                    | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Have you used Facebook Website Clicks (Traffic) Ads?                | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Have you used Facebook Video Views Ads?                             | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Have you research Forums where you can purchase advertising?        | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Have you used Shoutcart.com to get influencers to promote for you?  | <input type="checkbox"/> | <input type="checkbox"/> |