

AFFILIATE KICKSTART



CHECKLIST

Do I have the right attitude for affiliate marketing success?

- ☐ Am I willing to learn?
- ☐ Am I curious?
- ☐ Do I commit to NOT giving up until I have learned what I need to learn?
- ☐ Am I ready to view setbacks as fun challenges?
- ☐ Am I ready to measure my initial success in terms of what I learned?

Picking the Right Niche

- ☐ List out all my interests (test: would I talk about these even if I'm not getting paid?)
- ☐ Is there enough commercial interest in this niche?
- ☐ Is there enough consumer demand for this niche?
- ☐ Is the competition level for this niche manageable?
- ☐ Is this trend's demand trending UP or is STABLE?
- ☐ Are there dedicated open areas on social media for this niche?
- ☐ Can I produce content easily and CHEAPLY for this niche?

Find and sign up for niche-specific affiliate programs the right way

- ☐ Use offer vault to find all affiliate programs in your target niche
- ☐ Filter programs in terms of
 - Ease of conversion (Per sale vs per email collected vs per click)
 - Payout (EPC)
 - Flexibility of promo materials
 - Existence of promo materials

Find and reverse engineer your competitors

- ☐ Use Google to find all your niche competitors
- ☐ Enter all relevant niche keywords to find all competitors
- ☐ Reverse engineer the 'industry standard' from your competitors' sites and content
 - how they convert traffic (platform aka blog? Search platform? Directory? Direct link?)
 - layout
 - content (hot topics and themes shared by most of your competitors)
 - email collection system

Create content that has a compelling selling proposition

- ☐ Get a competitive edge by making sure of the following (in comparison to your competitors' content)
 - up to date
 - longer
 - better explained
 - easier to read
 - multimedia bells and whistles
 - more comprehensive

Generating Traffic for your Conversion Platform

- ☐ Generate responsive social media traffic by reverse engineering your competitor on soc media
 - ☐ Find your competitors on all social media platforms
 - ☐ Focus only on the social media platforms where MOST of your competitors are found
 - ☐ Figure out their influencer base
 - ☐ Figure out their social media distribution areas
 - ☐ List out all their hashtags

The Smart way to build credibility on social media

- ☐ Sandwich your BEST content with topnotch 3rd party content
- ☐ Get a massive list of topnotch 3rd party content (verified by social signals)

Pump traffic from as many FREE sources as possible

- ☐ Quora
- ☐ Reddit
- ☐ Social media
- ☐ YouTube
- ☐ Blog outreach (ie., they published a link to content similar to yours – reach out to get included in their lists)

Optimize your traffic conversion

- ☐ Stop low performing traffic sources
- ☐ Focus on the top 3 or top 5 that work
- ☐ Optimize these

Optimization checklist

- ☐ Element by element approach
- ☐ Make variations
- ☐ Test
- ☐ Pick winning variation
- ☐ Vary the variation
- ☐ Test
- ☐ Pick winner
- ☐ Repeat until no further improvement in conversion
- ☐ Pick another element and repeat the process
- ☐ Go through all elements