

CHECK. SCORE. FIND LEAKS. FIX PRIORITIES.

BONUS
WORKBOOK



Affiliate Revenue Leak Checker



A Practical Self-Audit Bonus for Affiliate Marketers

Use this workbook to
spot leaks, rate your
setup, and decide
what to fix first.



HOW TO USE THIS CHECKER

A quick self-audit to spot leaks, score your setup, and decide what to fix first.

This workbook is for action, not theory. It helps you review your affiliate setup and see where money might be slipping away.

Work through each page, give honest scores, and use the scorecards to understand your results.

Review your numbers, then choose one or two high-impact fixes to focus on first.



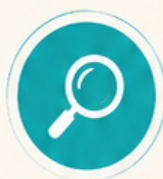
Check

Review each area of your setup.



Score

Give honest scores based on your data.



Find Leaks

See where you're losing revenue.



Fix Priorities

Choose the top 1-2 fixes to start now.

BEST WAY TO USE THIS WORKBOOK

- ✓ Keep your dashboard open
- ✓ Use real numbers, not guesses
- ✓ Review your top programs first
- ✓ Pick one leak to fix this month

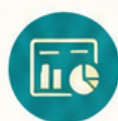


This is a practical bonus. Write on it, score yourself, and keep it for monthly reviews.

REVENUE LEAK SCORECARD

Rate your current setup from 1 to 5 in each area.

This scorecard helps you quickly assess where your affiliate business is strong — and where revenue may be leaking. Rate each area honestly: **1 means weak / leaky**, and **5 means strong / under control**.



1. DASHBOARD CLARITY

Your key numbers are visible, organized, and easy to act on.

1 2 3 4 5



2. OFFER QUALITY

You promote offers that convert well and match your audience.

1 2 3 4 5



3. TRAFFIC QUALITY

Your traffic is targeted, relevant, and engaged.

1 2 3 4 5



4. LINK HEALTH

Your links work, track properly, and don't have errors.

1 2 3 4 5



5. PAYOUT TRACKING

You know what's pending, paid, and when to follow up.

1 2 3 4 5



6. MERCHANT RISK

You monitor merchant reliability and rule/policy changes.

1 2 3 4 5



7. TRUST & CONTENT HONESTY

Your content is honest, helpful, and builds audience trust.

1 2 3 4 5



8. MONTHLY REVIEW HABIT

You review, learn, and improve your setup every month.

1 2 3 4 5

HOW TO READ YOUR SCORE



8 – 16

**MAJOR LEAKS
NEED ATTENTION**

Focus on fixing the biggest gaps first.



17 – 28

**SOME IMPORTANT
GAPS TO FIX**

You're on the right track. Keep improving.



29 – 40

**STRONG SETUP,
KEEP REVIEWING
MONTHLY**

Great work! Stay consistent and keep optimizing.

MY TOTAL SCORE:

_____ / 40

BIGGEST WEAK AREA:



PROGRAM-LEVEL LEAK CHECKER

Review each affiliate program using the numbers that actually matter.

This page helps you quickly check which programs are performing well and which ones are hiding problems. Focus on the metrics that show real, reliable revenue.



	Program name	Generated (₹)	Approved (₹)	Reversed (₹)	Paid (₹)	EPC (₹)	Risk note	Action needed
1								
2								
3								

CHECK THESE FIRST

- ✓ Biggest revenue program
- ✓ Highest reversal program
- ✓ Best EPC program
- ✓ Program you depend on too much



REVERSAL RATE
= Reversed ÷ Generated × 100



EPC
= Earnings ÷ Clicks



Judge programs by approved and paid revenue, not just the headline commission.

CONTENT & TRAFFIC LEAK CHECKER

Find the pages, posts, or videos that bring traffic but not enough revenue.

Not all traffic is equal. Some of your content attracts lots of visitors but generates few clicks, conversions, or revenue. Use this audit to find weak spots, fix what's underperforming, and double down on what works.

 WHAT TO LOOK FOR

- ✓ High traffic, low revenue
- ✓ Strong revenue pages to protect
- ✓ Broken or weak affiliate links
- ✓ High-intent content worth improving

CONTENT NAME	TRAFFIC (VISITORS)	AFFILIATE CLICKS	REVENUE (₹)	INTENT QUALITY (Low / Medium / High)	LINK STATUS (OK / Needs check)	ACTION NEEDED
1 _____	_____	_____	_____	Low / Medium / High	OK / Needs check	_____
2 _____	_____	_____	_____	Low / Medium / High	OK / Needs check	_____
3 _____	_____	_____	_____	Low / Medium / High	OK / Needs check	_____
4 _____	_____	_____	_____	Low / Medium / High	OK / Needs check	_____





Sometimes the fastest growth comes from fixing what already works.



PAYOUT & COST LEAK CHECKER

Track what you expected, what you actually received, and what disappeared on the way.

Many affiliates lose money without even realizing it. FX loss, payout fees, bank charges, delays, and hidden costs eat into your revenue. Use this sheet every month to find leaks, plug them, and protect more of what you earn.



Actual INR received is one of the most important numbers in your business.

	PROGRAM / SOURCE	EXPECTED PAYOUT	ACTUAL RECEIVED	FEES / FX LOSS	DELAY (DAYS)	NOTES
1						
2						
3						
4						

MONTHLY COSTS TO REVIEW	
Tools	₹ _____
Ads	₹ _____
Freelancers	₹ _____
Other costs	₹ _____
TOTAL MONTHLY COSTS	₹ _____

- A teal circle with a white question mark inside.
- QUESTIONS TO ASK
- Which program pays late?
 - Which payout method costs the most?
 - What fee keeps repeating?
 - What is my real net amount?



WHAT TO FIX FIRST

Use this page to turn your audit into one clear action plan.

You don't need to fix everything at once. Your goal is to identify the biggest leak, the easiest fix, and the action that will create the highest revenue impact for your business.



1 Biggest leak I found: _____

2 Easiest quick win: _____

3 Highest revenue impact fix: _____

4 This month's main action: _____

Priority filter Rate each chosen action to decide what to tackle first.



Revenue impact

How much more money can it bring?

1 2 3 4 5

Low

High



Ease of fixing

How easy is it to implement?

1 2 3 4 5

Hard

Easy



Urgency

How soon should this be fixed?

1 2 3 4 5

Not urgent

Critical



I will review this again on: _____

One promise to myself: _____



Better decisions do not come from more guessing.
They come from **more clarity.**



Use this checker every month alongside *Where Is Your Affiliate Money Going?*