

# AFFILIATE COMMISSION GAME PLAN

## Printable Checklist

The Best Tactics and Strategies for Affiliates

N I C K J A M E S

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<http://www.IncomeSecrets.net>

# Contents

<b>Introduction.....</b>	<b>6</b>
--------------------------	----------

<b>Checklist.....</b>	<b>6</b>
-----------------------	----------

Select a Market.....	6
----------------------	---

Establish a Website.....	7
--------------------------	---

Target the Market.....	8
------------------------	---

Use Content to Sell.....	9
--------------------------	---

Prepare the Mailing List.....	9
-------------------------------	---

Miscellaneous.....	10
--------------------	----

# Introduction

So now you're ready to start your very own affiliate commission business. Before you start working through the steps, I strongly recommend that you print off checklist so that it's easy to use.

Take note that the checklist covers each of the steps of the **S.E.T.U.P. Formula™**:

- Select a Market
- Establish a Website
- Target the Market
- Use Content to Sell
- Prepare the Mailing List

Ready to take action? Here's your checklist...

## Checklist

### Select a Market

- ☐ Brainstorm prospective markets:
- ☐ List your hobbies.
- ☐ List your interests/passions.
- ☐ List things you like to read.
- ☐ List things you like to watch.
- ☐ List things you like to spend money on.
- ☐ List college courses you'd like to take.
- ☐ List any courses you've taken and really enjoyed.
- ☐ List you problems/frustrations.
- ☐ List things you'd like to improve (e.g., your health, your home, etc)
- ☐ List the interests, hobbies and problems of your friends and family.

- ☐ Research these places: Google, Amazon and Clickbank:
- ☐ Look for evidence that people are buying products and services in the market.
- ☐ Look for evidence that marketers are spending money to advertise to these people.
- ☐ Look for evidence that there is lots of healthy competition (e.g., multiple similar products being sold by several marketers).
- ☐ Look for market gathering places (like forums, social media sites, etc).
- ☐ Research offline:
- ☐ Are there offline groups/organizations serving the market?
- ☐ Are there offline retailers serving the market?
- ☐ Do you see marketers purchasing advertising offline for this market?
- ☐ Check Google trends for strong, continuous interest in this market.
- ☐ Narrow your markets down to sub-segments of the market (AKA niches) by re-doing the above research, except focusing on niches rather than overall markets.
- ☐ Keep this research handy for a later step in this process.

## Establish a Website

- ☐ Brainstorm domain names. Check that these names are:
- ☐ .com domain names
- ☐ Memorable
- ☐ Brandable
- ☐ Easy to say out loud without explaining it.
- ☐ Buy your chosen name at NameCheap or other reputable domain registrar.
- ☐ Purchase webhosting at HostGator or similar reputable company.

- ☐ Change the DNS (domain name servers) using your domain registrar's control panel.
- ☐ Download an .html editor such as KompoZer or coffee cup.
- ☐ Edit the .html files using the editor.
- ☐ Choose an FTP tool (FileZilla or your host's File Manager).
- ☐ Upload your web pages using this tool.

## Target the Market

- ☐ Find out what's already selling in your market:
- ☐ Check bestsellers on Amazon.com
- ☐ Check bestsellers on Clickbank.com
- ☐ Look for multiple competing products
- ☐ Research the product and the vendor in Google.
- ☐ Read/use the product to be sure it's a good product.
- ☐ Check for sales page commission leaks:
- ☐ Unnecessary links on the sales page.
- ☐ Pop up screens that override your affiliate links.
- ☐ Advertising on the sales page.
- ☐ Other payment options for which affiliates won't get credit.
- ☐ Newsletter sign ups that override affiliate links.
- ☐ Based on your research plus other factors such as commission rates and estimated conversion rates, choose the best product.
- ☐ Sign up as an affiliate for this product.
- ☐ Get your affiliate link and keep it handy for future steps in this process.



## Use Content to Sell

- ☐ Review your affiliate product again and think about what kinds of content you can write around this product.
- ☐ Choose a topic you can break into a five day course, such as sharing a five-step process, sharing five tips, etc.
- ☐ Consider the "useful yet incomplete" idea and choose a format for your "how to" course:
  - ☐ An overview of what to do but not how to do it.
  - ☐ In-depth instructions on part of a process.
  - ☐ Tips, tricks, secrets.
- ☐ Create your course by following these steps:
  - ☐ Name your course.
  - ☐ Title each individual email.
  - ☐ Create each email, including:
    - A reminder of what they learned before
    - A few lines arousing their curiosity about what they'll learn in this lesson.
    - The actual "how to" information or tips.
    - Affiliate links with calls to action embedded in content.
    - Build anticipation for the next email.
- ☐ Double check that the content is evergreen (doesn't include any references that would "date" the content).

## Prepare the Mailing List

Select a third-party autoresponder service such as Aweber or GetResponse and purchase your autoresponder/ mailing list account.

Create your autoresponder/ mailing list.

- ☐ Upload your content into your autoresponder:
  - ☐ Load messages one day apart, or two to three days at most.
  - ☐ Use templates provided by Aweber or GetResponse.
  - ☐ Test the series by sending it to yourself.
- ☐ Create an opt-in form (subscription form).
- ☐ Copy the code for this form and paste it into your website where you want it to appear.
- ☐ Create a short sales letter to convince prospects to join your list. Letter should include:
  - ☐ A benefit-driven headline.
  - ☐ An opener elaborating on the problem.
  - ☐ A bulleted list of the top benefits the readers will receive by subscribing to your mini course.
  - ☐ A call to action telling them to subscribe now.
  - ☐ A P.S. reminding them of a benefit or reiterating the call to action.

## Miscellaneous

- ☐ Choose other affiliate products to promote.
- ☐ Create additional email messages around these products and load them to your autoresponder.
- ☐ Advertise your newsletter and website using guest blogging, newsletter swaps, and joint ventures with product vendors.