

THE AFFILIATE WEBINAR

Checklist



ENDLESS
AFFILIATE PROFITS



The Complete Set Of Affiliate Checklists

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Live events tend to carry a high-perceived value, which is why webinars are so popular right now. And because you can gauge the audience's reaction and take questions, a webinar also makes a great platform to presell affiliate products. Best of all, you can offer the webinar replays or recordings to prospects, so you can keep generating sales for weeks or months to come.

Here's how to set it all up...

Step 1: Choose a Format

The goal of your webinar is to sell the affiliate offer at the end. That means your webinar will be useful yet incomplete, in that you'll share useful tips and strategies, yet prospects will need to order the product to get the full solution.

For example, let's suppose the main offer is an in-depth traffic guide. You can set up a webinar that does one of the following:

- Provides an overview of the different methods, but viewers will need to get the guide to get in-depth instruction.
- Shares in-depth instruction on one method, and then promotes the guide at the end where viewers can get info about all the other methods.
- Shares general traffic tips, and then promotes the guide.

Now there are two ways to set this up:

1. Interview the vendor. This is a good option for the following reasons:
 - The vendor often helps you promote the webinar, so you get more exposure.



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- The vendor's presence often boosts conversions (especially if the vendor is already a trusted name in the niche).
2. You provide the instruction. If the vendor is busy, says no, or you simply don't wish to involve him or her, this is a good option.

Next...

Step 2: Contact The Vendor

If you've decided to involve the vendor, then you'll need to dash off an email to invite him or her to do the webinar with you. Here's an example email...

Subject: I'd like to interview you to promote [name of product]

Hi [Vendor's Name],

It's [your name] here from your [your site]. You may recognize my name as one of your affiliates, as just last month I sent [number] new customers your way.

The reason I'm writing is request a webinar interview with you on the topic of [topic] to sell [the vendor's product]. This webinar is guaranteed exposure in front of my [number] newsletter subscribers, blog readers and social media followers.

When can we set up an interview? Please reply back to let me know what works for you.

Kind Regards,

[your name]

===End Sample

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Step 3: Create Your Content

Your next step is to create the content for your webinar. This may include:

- An outline of the main points you'd like to discuss during the webinar. If you're interviewing the vendor, send this outline to the vendor so they have an idea of what to expect.

TIP: While you should create an outline so that you don't forget to cover any important points, do NOT script your webinar. If you read from a script, you'll sound robotic. It's much more natural sounding and makes for a better webinar to have an idea of what you intend to say, but don't read from a script.

- Any slides you'd like to show. If you're doing a slide presentation style webinar, then be sure to prepare slides with both text and graphics.

TIP: Do a practice run or two through your slide presentation to be sure you're changing slides often enough to keep the audience engaged. You may want to ask a trusted friend to watch the practice run and give you feedback on your overall presentation style.

- The call to action at the end. Be sure your content naturally leads to the paid offer at the end of the webinar.

E.G., "You just discovered five proven ways to start making more money with your website. That's a great start. But if you want to grow your business as quickly as possible, then you're going to want to check out [The MyNAMS Insiders Club...](#)

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Step 4: Complete The Set Up

Now it's time to set up the final pieces for your webinar, which include:

- Choosing a webinar platform. You can choose a well-known platform such as [Zoom](#), or search Google for a different webinar platform to meet your needs.
- Set up a registration page. This page will consist of sales copy to promote the webinar, and an opt-in form where people will join your mailing list to register for the webinar. As soon as they join, you can send them the webinar details, including date, time and how to access the webinar.
- The registration confirmation page. After people join your list, they'll get taken to this page. You can thank them for registering, remind them of the webinar details, and tell them to whitelist your email address.
- Follow up emails. There are two sets of emails you need to create:
 1. Reminder emails in advance of the webinar to build anticipation. The last email will be sent right before the webinar with all the information participants need to know to attend.
 2. A set of emails to send AFTER the webinar is over. These emails will include a link to the replay, as well as promotional material to close the sale on the vendor's product. Be sure to offer a bonus product to boost conversions!

Parting Thoughts

Holding a webinar is a great way to share useful info with your audience, while also pitching a solution to their problems. You can even ask the product vendor for an interview, which lends credibility to



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the webinar and usually boosts conversions. So start planning your first promotional webinar today – you might be surprised by the results!



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