

THE AFFILIATE COPYWRITING

Checklist



ENDLESS
AFFILIATE PROFITS



The Complete Set Of Affiliate Checklists

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As an affiliate, copywriting is hands-down one of the most profitable skills you can develop. That's because learning the art and science of writing copy is a sure way to boost your conversion rates, which means you'll get more clicks, more traffic, more subscribers and more sales.

So how do become a master of copywriting? By starting with this checklist. Take a look...

Profile Your Audience

Before you even think about writing one word of copy, your first step is to gather as much information as you can about your audience. Because the more you know about your audience, the easier it is for you to create copy that really connects with them.

TIP: one of the best ways to learn about your audience is to just spend time with them on forums, blogs, and groups. Find out what their problems are, what frustrates them, what they desire. You'll also want to find out the demographics of your audience, such as age, gender, where they live and so on. You may survey them to gather some of this information.

Understand the Product

Don't depend on a vendor's cut and paste ads to promote the product. That's because some vendors don't write sales copy well, so they may be missing a major benefit in their ads. Review and use the product yourself, take note of all its features and benefits, and THEN write your own ads.

Orient Copy Towards the Reader

Remember this: the reader doesn't care about you making a sale. That's why you need to make all your content and ads about your reader.



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TIP: Here's a quick way to tell if your copy is oriented towards the reader: look at how many times you use words like "I" or "me" versus reader-oriented words like "you" and "your." You should be using "you" words more often than "I" words.

For example:

"I will reveal my secrets" is author-oriented writing. (Not good.)

"You will discover these secrets" is reader-oriented writing. (Much better.)

Next...

Showcase Benefits

Remember that prospects want to know what's in it for them, so you can answer this question by sharing the benefits of a product. This is particularly important when you're creating headlines, which often work best when they're benefit-driven.

For example:

- Here's The #1 Way To Get Rid of Belly Fat!
- Housetrain Your Stubborn Puppy In Just 24 Hours!
- Land a \$100k a Year Job – Without a College Degree!

Next...

Arouse Curiosity

There are two main ways to use curiosity to your advantage:

1. Use it in your headlines and content to make people curious about what's coming up so that they keep reading. E.G., "You're



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about to discover how to lose 10 pounds quickly, easily and safely – without hunger pangs!”

2. Use curiosity about the product itself to get people to click your affiliate link and buy the product. E.G., “See page 57 to find out which tool can double your conversion rates in just five minutes – this is going to blow you away!”

Next...

Motivate Them

If you want people to take action, they need to be motivated. That’s why your copy needs to give them a reason to buy that is important to them. You can do this through stories, by using certain words, and by empathizing with what it feels like to have a problem (or to get rid of the problem).

For example:

- Empathize with prospects about the pain of their problem. E.G., I remember what it was like to feel humiliated when trying on bathing suit.
- Get prospects to imagine the joy of the solution. E.G., Just imagine how you’ll feel when your new lean body drops jaws at the beach! 😊
- Create a sense of urgency. E.G., This 50% discount ends soon – order now so you don’t miss out!

Overcome Objections

Your prospects really don’t believe the claims you’re making. They’ve been burned before, and they don’t want it to happen again. That’s why your sales copy needs to raise and handle objections.



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One of the most common objections is that people don't think the product will work for them. You can overcome this objection in this way:

- Provide your own proof, such as a detailed case study.
- Emphasize the vendor's proof, such as testimonials.
- Emphasize the guarantee, where applicable.

Call Prospects to Action

If you've shared benefits, provided some motivational reasons to buy, and overcome objections, then your prospects are ready to click your affiliate link.

But you know what? They're not going to click it just because you drop it in front of them. Truth is, you'll get a much higher conversion rate if you explicitly tell them to click the link and buy the product.

Want to really ramp up those conversions? Then give your prospects a reason to take action right now. Create a sense of urgency.

For example:

- This extraordinary offer ends tonight, so click here before you miss out!
- If you do nothing, you're going to wake up tomorrow with the same sized bank account, the same nasty boss, and the same general sense of dread about your life. Or you could click here to open the doors of opportunity...

Putting It All Together

So there you have it – a handy checklist you can use the next time you write a piece of sales copy. This could be a short Facebook ad, a



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solo email to presell your prospects or even an article you post on your blog.

Here's the overall sequence for most ads:

- Get attention using a benefit-driven headline.
- Motivate your readers.
- Introduce the solution as a way of getting rid of the pain of the problem.
- Share the benefits of the solution and build value for the offer.
- Raise and overcome objections.
- Create a sense of urgency with a very specific call to action.

If you use this sequence effectively in your ads and presell content, you're bound to see your conversions go up!

If you need help with copy writing here are a few tools

[Home Run Copywriting Course](#)

[Jim Edwards Content Creation Wizard](#)

[Script Engage](#)

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