

THE AFFILIATE SALES FUNNEL

Checklist



ENDLESS
AFFILIATE PROFITS



The Complete Set Of Affiliate Checklists

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When some affiliates think about a sales funnel, they assume that is something that only vendors need to worry about.

And you know what? That's a big mistake. Because if you want to make a lot of money as an affiliate, then you need to create your own sales funnels. How? By using this checklist as your guide to set up your own profitable sales funnel... If you're still unclear about sales funnels, how they work and how to create them, check out our course [Sales Funnel Leverage](#).

Step 1: Plan Your Funnel

At a minimum, each funnel you create will require the following products. For the examples, let's suppose you're building a funnel around a dieting niche (such as weight loss for women over 40)...

- A free entry point into the funnel by way of a lead magnet to turn browsers into subscribers.

Example: A free report about how a woman's hormones after the age of 40 can make weight loss more difficult (and what to do about it).

- A low-price, high-value tripwire product. This turns subscribers into customers.

Example: A set of healthy, delicious and low-calorie recipes and meal plans to help women lose weight.

- The core offer. This is a premium offer to turn customers into repeat buyers.

Example: A complete diet and exercise guide to help woman over 40 shed the weight.

- Backend offers to promote to your existing buyers. This will include a variety of products at a variety of price points.



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For example:

- Access to a weight loss support forum (subscription based).
- A meal planning app.
- A high-ticket personal training offer.
- A high-ticket weekend workshop.
- A variety of reports on topics such as weight training, cardio, nutrition, supplements, motivation, and similar topics.
- Diet supplements, such as vitamins or pre-packaged meals.

Next...

Step 2: Pick Your Products

Your next step is to find affiliate offers to fill out your funnel. You'll need to find everything from your low-priced tripwire product to the premium backend offers.

Follow these tips and best practices:

- Search marketplaces such as ClickBank.com, JVZoo.com, CJ.com, and Amazon.com to find suitable products.
- Run a Google search for the type of product you want, alongside words to find affiliate programs. E.G., "diet ebook affiliate."
- Review and use all products before deciding whether to include them in your sales funnel.



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- Check factors that will affect your revenues, including:
 - Does the website look professional?
 - What is the conversion rate for the sales page?
 - Are there any commission leaks during the sales process?
 - Does the vendor have a good reputation?
 - Does the vendor work to close sales on the backend?
 - Do you get credit for any backend sales or recurring billing offers?
 - What is the price of the product?
 - What is the commission rate?
- Pick multiple good products to fill each spot in your funnel. That's because you'll want to test several different products to see which ones convert the best.

TIP: Always promote the BEST product, meaning a high quality product that will solve your prospects' problems. But when you're faced with several good products, then test them to see which one your audience responds to the best.

Next...

Step 3: Produce Additional Products

While affiliate offers will fill the bulk of your sales funnel, you'll still need to create additional products. These include:



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- Lead magnets and other freemiums. These are the free products you use to pull people into your sales funnel and to generate interest in the tripwire product and other offers.
- Bonus products. For every product you promote, you should have a bonus product in place as an incentive for people to purchase the offer through your affiliate link.

Keep in mind you have multiple ways to create or acquire these products, including:

- Create them yourself.
- Create them with the help of a joint venture partner.
- Outsource them to a competent freelancer.
- Create them using PLR (private label rights) content.
- Purchase the resell rights to other high-quality products.

And finally...

Step 4: Promote Across Your Funnel

Once you've selected the affiliate offers you intend to promote and created your lead magnets and bonuses, then you can cross-promote offers all through your sales funnel. This includes:

- Embedding offers in your lead magnets and freemiums. This includes:
 - Inserting links in reports and books.
 - Creating "Recommended Resources" lists.



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- Including offers in videos.
- Putting links and calls to action in the dashboard of apps and software.
- Embedding offers in membership sites, forums and groups.
- Promoting offers when you're providing a service, such as coaching/consulting.
- Putting offers on your confirmation/thank you pages. For example, you can include an offer on the page that confirms a new subscriber's subscription to your mailing list.
- Inserting offers into your bonus products. This includes any bonuses you give to the vendor.

TIP: Don't forget to put offers on the bonus delivery page!

- Putting offers on your blog. This includes in the actual content itself, as well as in the header, footer, and/or sidebar.
- Promoting offers during your webinars. You can also promote offers on the registration page and the registration confirmation page.
- Sending offers directly to your mailing list. This is one of the most powerful ways to generate sales. You can:
 - Send solo emails.
 - Send a series of emails to promote a specific product.

TIP: This is one of the BEST ways to increase your conversion rate. Whether you're selling a newly launched product or you just want to make more sales of an old standby, send out a series of at least three



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emails to share the benefits of the product, overcome objections and create a sense of urgency so that people will buy now.

- Insert an offer in the header or footer of your content emails.
- Insert an offer in between articles in your newsletter.
- Create content that soft sells an offer.
- Include an offer in the P.S. of your email.

TIP: Obviously, you won't do ALL of these things in every email. For every email you send, pick ONE offer to promote, and then one or two ways (at most) to promote it. For example, you might embed a soft sell in the content, and then include a stronger call to action in the postscript.

- Letting your social media networks know about your offers.

Be sure to employ as many of these cross promotions as possible for best results!

Conclusion

Don't make the costly mistake of leaving the sales-funnel building to the vendors. Start building your affiliate funnel today, and you'll see your revenues start rising accordingly!



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