

YOUR FIRST \$1000 IN COMMISSIONS

Checklist



ENDLESS
AFFILIATE PROFITS



YOUR FIRST \$1,000 IN COMMISSIONS

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YOUR FIRST \$1,000 IN COMMISSIONS

I'm going to say something that might surprise you. If you can make \$1000 in affiliate commissions, then you have the tools and know-how needed to make \$100,000. So what do you need to do to make that first \$1000? Just use this checklist...

Step 1: Pick a Profitable Product

If you want to hit the ground running, then you need to promote in-demand products that people are already buying. Here's how to do that:

- Run a search for your keywords in marketplaces like Amazon.com and ClickBank.com. The bestsellers in your niche will generally appear at the top of the list. Amazon even shows you the sales rank. Meanwhile, ClickBank will show you seller stats, including "gravity," which shows you how many affiliates have sold the product in the past three months. (Hint: a high gravity usually means a popular product.)
- Check what the top sites in your niche are selling. Just run a search for your keywords in Google, and see which products are popular across multiple sites. Chances are, these products have affiliate programs.

Once you've located popular products, then complete these steps:

- Review the sales page to be sure it looks professional. You may even ask the vendor about conversion statistics.

TIP: If the product is really good but the sales page stinks, there may be ways to work around this. For example, some affiliate networks let you create your own sales page and then simply link directly to the order form. Another work around is to work with the vendor to get a personalized landing page up with better copy. Finally, solid preselling may help you overcome a poor sales page.



YOUR FIRST \$1,000 IN COMMISSIONS

- Purchase the product and carefully examine the ordering process. You want to make sure affiliate cookies (tracking for your unique referral link) stay intact.
- Check the sales page for leaks, such as links to other products or even other payment methods for which you won't get credit.
- Review and use the product to be sure it is a solid product, something which you'll be proud to promote.

Chances are, as you do all this research you're going to find multiple products you'd like to promote. Which leads us to the next step...

Step 2: Select Backend Offers

Here's one of the keys to making those first \$1000 in commissions: create a sales funnel of affiliate offers, rather than selling just one affiliate offer. So while you're finding and reviewing products, pick several products that are highly related to each other.

Here's what your sales funnel will look like:

- Entry by way of a free lead magnet.
- A low cost, high value offer to turn browsers into buyers (this is your "tripwire" product that will be from \$7 to \$20).
- Higher ticket core offer (e.g., \$97 price tag).
- Assorted other backend products. This could include membership sites, high-end offers, services and more.
- Assorted bonus products to add value to every affiliate offer you promote. This will boost conversions, build loyalty and improve customer satisfaction.



YOUR FIRST \$1,000 IN COMMISSIONS

Example: You're promoting a blogging plugin. You can offer free installation and customization to anyone who purchases the plugin through your affiliate link.

Funnel Example: you offer a sales letter template as a lead magnet. You promote a copywriting overview course as the tripwire low-cost product. You promote an in-depth copywriting course as the main offer. On the backend you sell an assortment of affiliate offers including additional copywriting instruction, sales copy templates, copywriting services, and copywriting apps.

Your goal is to bring prospects into your sales funnel, build relationships with them, turn them into buyers, and then turn them into repeat buyers. Which brings us to the next step...

Step 3: Create a Lead-Generation System Around These Offers

Now you need to put together the following pieces:

- Design your lead page. For design help, check [Leadpages](#). We also love [Beaver Builder](#) – a WordPress Page Builder (All MyNAMS Insiders Members get BeaverBuilder Pro in their [membership](#)! For help with the copy, see [Homerun Copywriting](#).
- Create a lead magnet that's directly related to the tripwire product in your sales funnel.
- Promote the tripwire at the end of the lead magnet. Your lead magnet may take the form of:
 - Report or ebook.
 - Video.
 - Audio.
 - Gear list.
 - Worksheet.
 - Checklist.



YOUR FIRST \$1,000 IN COMMISSIONS

- Templates.
- Cheat sheets.
- Planners / calendars.
- Mind maps.
- Webinar (or replay).
- App.

... Or any other similarly valuable and useful product.

TIP: Create a lead magnet that your prospects will refer to often, such as a checklist. That way, they'll see your links and calls to action often too!

- Create an autoresponder series that's purpose is to close the sale on the tripwire product. For example, if the tripwire product is a copywriting course, then you might create an autoresponder series that shares five sales tactics and how to use them. Every email would include useful info plus a pitch for the paid offer.

Final step...

Step 4: Drive Traffic and Build Relationships

At this point you've set up a system where people enter your sales funnel by requesting your lead magnet, you turn them into buyers with a "no brainer" tripwire offer, and then you sell more products (and more expensive products) on the backend. So your next step is to send traffic to your lead page.

Elsewhere in this package of checklists I've shared specific traffic strategies. What you'll want to do is choose just ONE of these strategies, and focus on it until you get results. Once you see traffic coming in from that one strategy, then you can add a second strategy.

For example:



YOUR FIRST \$1,000 IN COMMISSIONS

Do content swaps with others in your niche. E.G., you post their article on your blog and social media pages, and they do the same for you.

Focus on this strategy until you have traffic coming in regularly.

Purchase advertising. You can buy ads or solo emails through niche sites directly, or use platforms like Facebook Ads and Google Adwords to find a targeted audience.

And so on.

Keep these points in mind:

- Do something every day to get new traffic to your lead page.
- Focus on solving your subscribers' problems. This builds liking, trust and familiarity, which make it more likely they'll purchase your affiliate offers.
- Add new offers to your sales funnel frequently. That way even long-term subscribers will have something new to buy from you.
- Create multiple mailing lists. Once a prospect has purchased something through your affiliate link, move them to a customer mailing list so that you can start promoting your other offers.

In Sum...

Your first \$1000 in commissions is easier than you think. To recap, here are the keys:



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- Create a sales funnel with a lead magnet, tripwire, core offer and multiple backend offers. Review each product to be sure you're only promoting awesome products.
- Craft a lead generation system with a lead magnet, lead page and autoresponder.
- Pick ONE traffic source, master it, and then add another source.

And yes, it really is that simple. So put this checklist to work for you today!



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