

THE AFFILIATE MARKETER'S GEAR

Checklist



ENDLESS
AFFILIATE PROFITS



The Complete Set Of Affiliate Checklists

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The Complete Set Of Affiliate Checklists

There is one thing that almost all successful affiliate marketers have in common: they use tools to make daily tasks in their business easier, faster and better. And if you want to up your game and take your business to the next level, you're going to want to get your hands on these tools too. [A full list of all of our recommended tools can be found here.](#) Take a look...

Lead Capture Page

The lead page is an important piece of your business, as it often your prospect's entry point into your sales funnel. That's why you'll want to make sure you have a professional looking page with convincing sales copy.

TIP: If designing a lead page isn't in your skillset, you have options.

Option 1 is to hire someone.

Option 2 is to use page templates (either find a flexible WordPress theme, or search "html templates" in Google).

Option 3 is to use a service like leadpages.net.

Of course you can't have a lead page without this next tool...

Autoresponder

Your email service provider (ESP)/autoresponder will become one of the main points of communication with your prospects. So be sure you choose a reliable, reputable platform that you can trust to deliver your messages. Stick with big names such as Aweber.com, SendLane, GetResponse.com, Infusionsoft, and similar services.

Content Management System (CMS)

Most marketers today design their sites using a CMS, typically a blog platform such as WordPress. You can download the WordPress files for



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free at <http://www.wordpress.org/>, plus search for themes and plugins to customize your site.

Affiliate Network Accounts

The next tool on your list is to sign up for affiliate accounts on the major networks. Depending on what you're selling, you may get accounts at sites such as:

- ClickBank.com
- JVZoo.com
- Amazon.com
- iTunes.com
- CJ.com
- LinkShare.com

NOTE: Some of the bigger vendors in your niche may require that you apply and get approved before you can actually join their affiliate program. For those cases, make sure you have a professional-looking site up and running before you apply.

Next...

Keyword Tool

If you're planning on optimizing your content for the search engines, then you absolutely need a keyword tool. But a keyword tool also comes in handy for market research, as you can get some insight into what your market wants.

Stick with a well-established tool like MarketSamurai.com, WordTracker.com or your favorite tool.

Video Tools

Videos are great ways to share information, including how-to videos, product reviews, demos and more. In order to create these videos, you'll need:



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- An HD camera if you're doing talking head style videos.
- A microphone. (Audio Technica is a good brand.)
- Slide-share presentation software, such as PowerPoint™.
- Video editing software. Camtasia.com is a good option, especially if you're doing screen-recording videos.

Audio Editing Software

You may create audios for podcasts or voice-overs. The open-source Audacity editor is free and easy to use. See <https://sourceforge.net/projects/audacity/>.

Webinar Account

There are plenty of webinar platforms from which to choose. You can go with a well-known platform such as GoToWebinar.com, or search Google to find a platform that meets your needs.

TIP: When searching for a webinar platform to meet your needs, be sure to check these two features:

- 1. How many people can be on the webinar at once? Some platforms allow as few as 25, which isn't suitable if you're doing lead-generating webinars where you hope to have dozens or even hundreds attend.*
- 2. How are replays/recordings handled? It's best if you're able to download the recording and offer it on your own sites, meaning you control the content completely once the webinar is over.*

Social Media Tools



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Social media is a good place to communicate with both your prospects and customers, as well as your potential joint venture partners. Here are some of the accounts and tools you'll want to consider:

- Facebook account. You can set up a Facebook Page for your business, plus having an account also gives you access to their paid advertising platform.
- Other social media accounts, such as Twitter, LinkedIn, Instagram, Pinterest, Google+ and YouTube. Don't sign up for all of them. Rather, choose one or two that best serve your business needs.
- Social media posting tools, such as HootSuite.com. These tools let you schedule content, as well as help you track your results.

Google Account

A Google account gives you access to multiple tools, including:

- Google Analytics and Google webmaster tools. These help with testing, tracking and optimization.
- The social media platforms Google+ and YouTube.
- The pay per click advertising platform, Google AdWords.

PDF Tools

As an affiliate marketer, you're going to create and distribute a lot of content, which means you need to have a way to convert this content into a downloadable format such as PDF. Here's what you need:

- A word processor. This could be something like Microsoft Office's Word program, or you can opt for the free Open Office suite at OpenOffice.org.



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- A PDF converter. You can use professional tools such as Adobe.com's PDF software, or you can opt for open-source versions such as CutePDF.com.

And finally...

Testing Tools

One of the best ways to give yourself a pay raise without getting more traffic is by optimizing your conversions. But in order to do this, you need to have one or more tools so you can test and track things like your ads, lead pages, offers and more.

NOTE: Some of the other tools mentioned above may have testing tools built in. For example, many major autoresponders such as Aweber.com have the tools built in to measure open rates and click-through rates. Likewise, a page-building tool like LeadPages.net will give you basic data on impressions and conversions.

If you're doing simple A/B split tests – such as if you're testing two different headlines on a lead page – then you need an A/B split testing tool. You can search Google for a script (there are even free ones available), or you can use a tool such as SplitTestMonkey.com.

For more extensive tracking and testing, you can use a more powerful tool such as Google Analytics, or the open-source version at Piwik.org.

Conclusion

If you want to make affiliate marketing faster, easier and more profitable, then you too will want to get your hands on the tools.



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