

THE JOINT VENTURES FOR AFFILIATES

Checklist



ENDLESS
AFFILIATE PROFITS



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The Complete Set Of Affiliate Checklists

Whether you are brand new to a niche or an established affiliate marketer, partnering up with other like-minded marketers is a great way to get traffic, generate fresh leads, create content fast and produce sales. Best of all, not only is partner traffic highly effective, it's also completely free.

Look at this checklist to find out for yourself some of the best ways to leverage other peoples' assets...

Do Ad Swaps

As the name suggests, this is where you and your partners swap ads and links and post these ads on your respective properties.

Where can you swap ads and links? Here:

- Within a newsletter.
- In a solo email.
- In a blog article.
- At the end of a blog article.
- In the blog sidebar.
- On a thank you/download/confirmation page.
- Inside a lead magnet.
- On your social media pages.
- During events, such as a webinar.

Basically, you can post an ad for your partner whenever you communicate with your prospects, whether that's in a social media group, a newsletter, or even in a live webinar.

TIP: Generally, you'll need to choose partners that you can provide you with similar traffic and exposure as you can provide to them. For example, if you have a newsletter list with 5000 subscribers and you want to do ad swaps in the newsletter, then your partners should have right around 5000 subscribers too.

TIP: Promote your lead page in these ads, not your affiliate links. It's much more profitable in the long run for you to build your own list.



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You can then promote your affiliate links on the backend via follow up emails.

Here's a related idea...

Swap Content

Instead of swapping ads, you can swap content with your partners.

For example:

- Be guest authors on each other's blogs.
- Swap newsletter articles.
- Trade content for your social media pages.
- Exchange videos.
- Swap lead magnets.
- Trade bonus products. (When you promote an offer, you'd give you own bonus as well as your partner's bonus. This further boosts the value of the offer, plus increases exposure to you and your partner's backend links.)

Create Content Together

The idea here to create content together, especially lead-generating content or content you intend to use as an affiliate bonus.

For example:

- Do a webinar together, promote an affiliate product, and then split any commissions generated as a result of that webinar.

TIP: Does your partner sell a product? Then do a webinar with your partner and use your affiliate link. You'll both make money when someone buys through your link.



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- Create a lead magnet together. This could be a report, video, app or anything else. You can both give away this lead magnet, and the lead magnet will include both of your backend offers.
- Build a bonus offer together. You and your partner can create a bonus together, and then both offer this bonus when promoting offers. For example, perhaps you split the cost on developing an app, and then you both get the rights to give away the app.
- Co-author blog posts. You can then both post this article on your respective platforms, or you can even submit it to another blog as a guest article.

Next idea...

Run a Group Together

This group could be a lead-generating group, or it might be a private customers-only group that the two of you offer as a bonus.

For example, you might create a weight-loss support group on Facebook that's free for anyone to join. Both of you promote the group, both of you moderate it and help it grow, and both of you get to promote an offer on the backend.

Do Offline JVs

While it's often easiest to do joint ventures with others who are online, don't forget to consider what sort of offline JVs you might do.

For example:



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- Create a weight-loss report and offer it to personal trainers for free to give to their clients. This report would include your backend offers.
- Do you ship any bonuses or other physical products on eBay, Etsy or similar? If so, then you can team up with someone else who ships physical products and swap flyers to ride-along in all shipments.

Now let's think outside the box for a moment...

Offer a 100% Commission Product

Wait, hang on... you're an affiliate, so why would you create a product?

Easy: because if you create a product, then you can build your own affiliate team. And you can offer your affiliates 100% commissions. They get the profits, but you get the valuable list of proven buyers. You can then promote high-ticket affiliate offers on the backend to this list.

TIP: Not interested in the hassles associated with selling your own product? Then here's another idea: create a product with backend offers inserted into the content, and then sell the resell rights to this product to other marketers. You get cash upfront, plus the opportunity to make a passive backend income... without having to deal directly with customers.

Which brings us to our final idea...

Create Bonuses for Vendors

The idea here is to create exclusive bonuses that are made specifically to go along with a vendor's product. But instead of merely offering this bonus to your customers, you offer it to the vendor to give to ALL of his or her customers.

The vendor gets the benefit of having a ready-made bonus that helps boost commissions. You get the benefit of residual income via the backend offer you've embedded in the bonus. It's a win-win situation!



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Conclusion

As you can see, there are plenty of ways for you to team up with other people in your niche to get more traffic, subscribers and sales. It's also a good way to establish yourself in a niche if you focus on working with well-known, reputable partners. So go ahead and start looking for partners today, because you could be reaping the benefits of this partnership soon after!



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