

# THE AFFILIATE MAKEOVER

## Checklist



**ENDLESS**  
AFFILIATE PROFITS



# The Complete Set Of Affiliate Checklists

Are you making any of the common affiliate marketing mistakes that could be killing your conversions, your commissions and your business? Find out by using this affiliate makeover checklist, plus get the quick ways to fix these problems!

## **Sending Prospects Directly To The Vendor's Page**

Plenty of affiliate marketers place ads on Facebook, via Google AdWords, or even on niche websites – and they send this traffic directly to the vendor's page.

That's a big mistake, because most traffic will leave the vendor's site without buying.

Here's the solution: instead of sending prospects to the vendor's site, send them to your own lead page instead. This makes the traffic more valuable to you, since you're building a valuable asset (your mailing list). And it also boosts conversions, since you can follow up and send a series of preselling emails for every product you promote.

Here's the next mistake...

## **Promoting Products You Haven't Used**

Sometimes it's easy to just grab an affiliate link and start posting ads, especially when you see a lot of other affiliates enjoying success with the product.

If you haven't reviewed and used the product, then you have these problems:

- You don't truly know if it's a good product, and you don't know if it's a good fit for your audience. If your audience just wanted to read an ad, they could go anywhere for that. They're looking to you as someone to help them weed through the overwhelming choices in the niche.



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- You won't have an in-depth understanding of the product, which would allow you to share selling points and even problems not found in the vendor's sales copy.

Of course the fix for this one is easy: don't promote until you've used a product.

*TIP: If you're buying these products yourself, the purchases are likely tax deductible. Check with your tax professional for confirmation.*

Here's another mistake...

## **Failing To Research The Vendor**

When you promote a product, you're hooking your name almost indefinitely to the vendor's name and business. So make sure this vendor has a good reputation in the niche. You do this by Googling the:

- Vendor's name.
- Vendor's business name.
- Vendor's website.
- Product names.

Look for any pattern of red flags by prospects, customers and partners, including:

- Not honoring guarantees.
- Poor customer service.
- Slow paying or no paying of affiliates.
- Broken promises and broken legal agreements.

When in doubt, skip a vendor and work with someone else.



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## **Not Establishing Authority / Expertise**

People are desperately looking for someone trustworthy to follow in the niche. If you don't establish this authority with your prospects, they'll move on to someone else.

Here's how to start positioning yourself as an authority and expert in the niche:

- Share any relevant credentials. For example, if you're writing in a health niche and you have a medical background (such as being a nurse), then mention it.
- Share endorsements from authorities. You can borrow their credibility by showcasing these endorsements. For example, if Tiger Woods endorsed your golf blog, you'd have instant credibility with the golfing market. (Point is, find the Tiger Woods of your niche!)
- Become the go-to person for a specialty in your niche. Whenever news breaks related to this specialty, you should be the first in your niche to blog about it, share it on social media, and let readers know how it affects them.
- Solve your prospects' problems. Share good information. Recommend good products. This builds your authority and it builds trust.

Here's the next mistake...

## **Focusing On Your Wants And Needs**

You started this whole affiliate business to make money, right? But when it comes to actually promoting products, you need to consider your market's wants and needs first. Ask yourself, what is the BEST way for me to help my prospects?



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*HINT: The best way to help your audience doesn't always put a commission in your pocket. However, consistently putting your market's needs first builds trust, which in turn leads to long-term gains for you. And that means you get what you want too!*

Next mistake...

## **Copying Pre-Written Ads**

It's super easy to copy and paste the ads from your affiliate dashboard, but using the same ads as everyone else is a mistake. You want your content to be in your voice, and you want to share benefits, features and even product weaknesses that aren't in these pre-written ads. So skip the cookie cutter ads and write your own.

*TIP: Sure, you can use the prewritten content as a place to start if you're feeling stuck. But tweak these ads to share the benefits you feel are most important, as well as the potential product flaws that your prospects ought to know about.*

Here's another mistake...

## **Not Working With the Vendor**

A lot of affiliate marketers just go about their business without ever contacting the product vendor. But that's a mistake, because working with the vendor can help you increase your sales and commissions.

Here's how:

- Ask the vendor to do a webinar with you.
- Ask the vendor to give your prospects special perks, such as exclusive discounts and bonuses.
- Ask the vendor to increase your commissions.



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- Ask the vendor to inform you in advance of upcoming product launches, sales, affiliate contests and other events.

## Using Direct Affiliate Links In Content

The direct link we're referring to here is the link the vendor gives you to promote their product. But if you use this direct link in your lead magnets, webinars, blog posts, social media post and other content, you could be making a huge mistake.

Here's why...

Things happen. An affiliate platform changes their links. A vendor moves to a different platform. The vendor retires the product. The vendor goes in a murderous rampage, and you decide you don't want to promote them anymore. ☹️

But if you have direct links in all your content, then you'll end up with thousands of useless links.

Fortunately, the solution is pretty easy: just redirect your affiliate links through your own domain. That way, you can quickly and easily change these redirects to point to another product or web page, if necessary. And that puts more money in your pocket. [Our very own plug in Simple Click Tracker solves this problem for you!](#)

## Parting Thoughts

Don't fool yourself into thinking that some of these mistakes are no big deal. Truth is, any one of these mistakes can rob you of thousands of dollars in affiliate commissions. So use this checklist to avoid leaving money on the table!



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