

# THE AFFILIATE EMAIL

## Checklist



**ENDLESS**  
AFFILIATE PROFITS



# The Complete Set of Affiliate Checklists

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# The Complete Set of Affiliate Checklists

One of the biggest affiliate marketing mistakes is to send traffic directly to a vendor page, which often results in wasting up to 99% of your traffic. Instead, what you need to do is get people on your list, build relationships, and close the sale via follow up emails. Here's how to do it...

## **Create An Appealing Lead Magnet**

Your lead magnet has two jobs:

#1, its job is to be appealing enough to convince prospects to exchange their email addresses to get access to the lead magnet.

#2, its other job is to promote your paid affiliate offer.

Elsewhere I've listed the different types of lead magnets you can create, from cheat sheets to reports to videos and everything in between. Now let me share with you some tips for creating an effective lead magnet:

- Create something useful yet incomplete. That way, the lead magnet is appealing enough to attract subscribers, and yet it leads to making a sale.

For example:

- Give an overview of a "how to" process, then point to the paid offer for the in-depth instructions.
- Offer tips for a how-to process, then point to an in-depth course.
- Offer tools such as templates and cheat sheets, then point to a paid course to make the most of these tools.



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- Give in-depth instructions on one step of a process, then promote a course that teaches the rest of the process.
- Offer a call to action. Your lead magnet should naturally offer the paid product as the next step in solving the prospect's problem. Be sure to share the benefits of the product along with a call to action.

For example: "Discover how to double your revenues in just five minutes a day! Click here to get started..."

- Craft an attention-getting title. Specifically:
  - Showcase benefits. E.G., "How to Lose Weight Without Exercising."
  - Arouse curiosity. E.G., "The 2000 Year Old Weight Loss Secret That's Making a Huge Comeback."
- Consider using high-quality PLR. Need to create a lead magnet fast? Tweak a high-quality PLR piece, like the kind you find at:

[Coach Glue](#)  
[White Label Perks](#)  
[Content Sparks](#)  
[DIY PLR](#)  
[PLR ME](#)

Next...

## **Design a Convincing Lead Page**

Your lead page doesn't need to be a long sales letter. In fact, you may use short-form copy, which consists of:



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- An attention-getting headline. E.G., “Who Else Wants To Discover Hollywood’s #1 Weight Loss Secret... FOR FREE?”
- A bulleted list of your top four to six benefits. E.G., “You’ll get a full month of delicious and easy meal plans and recipes!”
- A call to action. E.G., “Enter your name and email address below and click submit to get started – and do it now, because you deserve to get back into those skinny jeans!”

TIP: If you’re unfamiliar with writing good copy, check out this course – [Home Run Copywriting](#)

Next piece...

## **Craft An Effective Autoresponder Series**

Now that you have people on your list, you need send them emails with these goals in mind:

- Build a relationship. When people know, like and trust you, they’re more likely to buy products through your affiliate links.
- Promote your affiliate offers. You’ll start by promoting your tripwire in a series of emails, and then you can branch out and promote other affiliate offers.

Keep these points in mind:

- Set yourself apart. What makes you better and different than the other affiliates out there? Why should customers buy through your links? This is referred to as your USP (unique selling position), and it’s something you should promote throughout your emails.

Examples:



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- Are you the “go to” guy or gal for a particular problem/specialty?
  - Do you have a special credential that makes you an expert in the niche?
  - Do you offer vendor bonuses or exclusives that your competitors can’t get?
- Be honest. If an affiliate product is bad, then don’t promote it. If you’re reviewing a product, then share the good, bad and ugly. Above all, be totally honest with your prospects – this builds trust, which grows sales over the long term.
- Send multiple emails about the same offer. Every time you promote a new offer, send at least two or three emails about it. If you’re promoting a new launch, then build anticipation over a week or two with four or five emails.
- Presell products with a personal touch. Don’t just copy and paste the vendor’s ad into your emails. Instead, be a trusted gatekeeper from whom prospects can get the truth. Review products by honestly sharing your opinion.
- Edutain people, which is to entertain them while you educate them. For a good example of an edutainer who knows how to build relationships with his audience, check out SethGodin.com.

## Conclusion

So here’s how to build and monetize your list:

- Create a high value, appealing lead magnet that people are sure to refer to repeatedly. Include a call to action.
- Craft a high-response lead page that convinces people to join your list.



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- Send emails to both build relationships and close the sale.  
People buy from those they know, like and trust, which is why your relationships and good reputation are two valuable assets you'll want to protect.

There is of course one more part to building your list, and that's to send targeted traffic to your lead page. We've covered that in another checklist, which is why I won't repeat it here. For now, think about how to set yourself apart from your competitors and create an entertaining, useful newsletter that your prospects are sure to love!





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