

AFFILIATE LAUNCHES MADE SIMPLE with Matt McWilliams

Free Checklist Helps You Get the Most Out of Your Affiliates

During a launch, it's one thing to get affiliates to send an email or two. It's another to get them to go "all-in" for your launch. Today, I'll share the exact checklist that we use to get the most out of our affiliates.



When you first get someone to commit to promoting your launch, it's exciting. You expect them to send a bunch of emails, share on social media, mention your launch on their podcast, etc.

But, it rarely works out that way. Your affiliates have their own businesses to run and their own marketing to worry about. So, your launch can easily get lost in the shuffle.

But what if it didn't have to be that way? And what if the solution was actually incredibly simple?

Well, it is. In fact, it's as simple as a checklist. Below I'll share with you how this checklist came to be and the results we've seen from it. I'll also share how you can get an editable version of the *exact* template we use for our launches...completely FREE. If you want to skip right to downloading the template, **click here**.

The Problem with Launches

As I wrote earlier, affiliates have their own businesses to run, their own lives to manage, and life can get busy and messy. Unfortunately, during a launch, you need your affiliates operating on all cylinders for *you*.

We used to have a problem with affiliates backing off their promotions during launches. They'd send one or two emails and maybe send a few Tweets and then disappear.

Why?

Because they got overwhelmed. They got distracted. They didn't know the next right thing to do.

Affiliate Promo Checklist

That's why we created our Affiliate Promo Checklist. We use it in all of our launches and in a moment I'll share the results since we introduced it.

This simple checklist makes it easy for affiliates to know the exact dates they should mail. It tells them when and where to share on social media and even encourages them to mention the launch on their podcast and live videos.

Here's what part of one looks like:

2/1: E-book "Reader Magnets"

Email on 2/1 or 2/2

Blog Post Podcast mention Periscope mention

Facebook Twitter Pinterest LinkedIn Instagram Google Plus

2/3: PLC VIDEO 1: How to overcome The Top 5 Struggles using a super-specific three-step formula – TRAFFIC + CONVERSIONS + ENGAGEMENT = SALES

Email on 2/3 or 2/4

Blog Post Podcast mention Periscope mention

Facebook Twitter Pinterest LinkedIn Instagram Google Plus

Why It Works

Let's face it...people like things to be simple. And some people just operate better using a checklist.

This puts the entire launch right in front of the affiliates and encourages them to do more for each piece of content than just send an email. Email is king and probably always will be, but you can get some great results on social media and on podcasts, especially sharing the free pre-launch content.

By keeping it all in front of them, we've also noticed a significant drop in "mid-launch dropouts" - those people who come out of the gates swinging and then disappear.

[callout]**RELATED POST:** How to Warm Up Your Affiliates Before a Launch[/callout]

The Results

The result of using something so simple speak to its success.

In the very first launch we used it in, we noticed a **14% increase** in active affiliates (affiliates sending at least ten optins).

We also noticed a **9% increase** in emails sent (not a huge increase). But the real uptick was in Twitter mentions. We saw a dramatic (**89%**) increase in those. We didn't measure any other channels but we assume those were up as well.

Lastly, we had numerous affiliates report that they recorded commercials or inserted mentions of the launch into their podcasts and live videos.

In short, in that first launch, we estimated at least a 15% increase in optins and sales as a result of using the checklist. That meant more than \$65,000 in sales. From a simple checklist.

[callout]**RELATED POST:** How to Use Affiliate Leaderboards to Skyrocket Your Sales[/callout]

Get Your Own Template

To make it even simpler for you, I'm giving away the exact template we use with each launch.

We don't reinvent the wheel each time so why should you? **Get our template completely free here.**

It's an editable Word doc that you can tweak to fit your launch and give to your affiliates.