

AFFILIATE LAUNCHES MADE SIMPLE with Matt McWilliams

How to Get the Most Out of Your Next Affiliate Promo

How do you know if you are doing everything you need to do to make the most of each affiliate promotion? The answer lies in something so simple it's almost easy to ignore...a checklist. Today, I'll share how I use a checklist to make sure I'm getting the most out of each promo...and how you can get it, too.



In the past, I did my affiliate promotions by the seat of my pants. Each time, I basically made up a new promotion strategy, if I had one at all.

Sometimes it worked. Sometimes it didn't. But I needed more consistency.

And I wasn't alone. I heard it from affiliates in nearly every launch we ran.

"How can I stay on track each day of the promo?"

"Do you have some sort of a checklist for each day of the launch?"

"Is there something I can share with my team that shows them what to do each day?"

"I really want to finish top 10. Is there a daily task list or something you could share with me?"

That's why I created my Affiliate Promo Checklist.

I made it for me and my team.

I made it for every affiliate who's ever promoted our clients' programs.

I made it for you.

[callout]You can download your own copy of my Affiliate Promo Checklist. Get it here.[/callout]

A Checklist for Everything

I am a huge fan of checklists. As a High-D (DISC profile), Type A personality who was diagnosed as ADHD when I was a kid, I have a tendency to forget to do the simple things.

I'm a big picture thinker and don't like details. That's why I love checklists.

Checklists allow me to have a clear picture right in front of me of all the small tasks and steps I need to take each day.

So it makes sense that every time I do an affiliate promotion, I need a checklist.

So Many Moving Parts

An affiliate promotion has a lot of moving parts. There's email, social media, podcasts, video, etc.

If you are anything like me, it's easy to forget to use each of these tools during an affiliate promotion. You might forget to send an email or go a few days without sharing on Facebook or Twitter. Or not even think to talk about the topic on your podcast.

Something breaks on your site. A team member gets sick. Life gets in the way.

In other words...stuff happens.

Stuff that causes you to forget about the details of a promotion, which costs you money. And it's these little details that can mean the difference in thousands of dollars in commissions.

The funny thing is that none of the little things take that much time. You just need to be reminded of them.

My Affiliate Promo Checklist

I created my affiliate promo checklist to help myself and selected affiliates to stay on track during an affiliate promotion. But now I'm making it public.

At first glance, the checklist seems pretty simple and basic. That's because it is! It's meant to be easy-to-use and easy-to-replicate for each affiliate promotion you do.

Pre-Launch Content:

It is recommended to share each piece of pre-launch content twice per day on each social media channel plus one dedicated email and/or blog post.

Day 1: _____: Content: _____

___ Email

___ Blog Post ___ Podcast mention ___ Periscope mention

___ Facebook ___ Twitter ___ Pinterest ___ LinkedIn ___ Instagram

Throughout a promotion, it shows you what to do day-by-day. You can easily edit it to make it specific to each promotion you are doing throughout the year.

This checklist makes sure you don't forget the little things you need to do each and every day of the promotion.

Get my Affiliate Promo Checklist here and take your next promo to the next level.

[button

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