



AFFILIATE MARKETING QUICK START CHECKLIST



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In this Quick Start Guide you'll learn how to launch your affiliate marketing business step-by-step.

Quick Tip: Take a moment to print this checklist out before you do anything else. Finally take action by doing the first thing on this checklist to get momentum on your side.

☐ **Step 1: Choose a Niche**

Before you can launch your affiliate marketing business you need to pick a niche that identifies a very specific topic. The key to picking a good niche is to go more specific rather than to broad.

For example, you don't want to create a website about *Identity Theft*. Instead you want to get more specific by creating a website about preventing identity theft online for seniors.

This is how this niche might look:



When you narrow down your niche like this you'll be in a less competitive market which will allow you to gain traction much faster.

Try It Now: Choose a topic for your affiliate site and narrow it down one or two levels like the example above.

❑ Step 2: Identify Products and Services

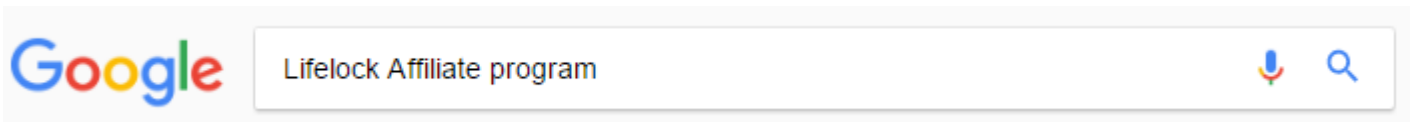
Once you've chosen your niche the next step is to find products and services that you could promote with your website. The reason you want to do this is to see if there is any money you can earn in this niche.

Going back to our example on identity theft here are a few product ideas I dug up.

- Lifelock Identity Theft Protection Services
- Carbonite Computer Backup Services
- Norton Antivirus Software

These are just a few products people in this market might be interested in and the best part is that each of these programs pay between \$20 to \$60 per sale.

Try It Now: Now it's your turn, do some digging and look for affiliate products that you can sell. Do a search in Google for a product you want to sell and type *affiliate program* after it.



From here you can determine if there is any profitability in this niche and once your site is up and running you can join these programs and start promoting these products on your site.

Side Note: Affiliate programs typically do not cost anything to join but this doesn't mean they have to accept you into the program. So make sure you come up with a list of at least 8 to 10 products to promote.

☐ Step 3: Map Out Your Content Structure

Once you have you've found some products you can promote your next step is to map out your content structure for your site.

Mapping this out ahead of time allows you to have a clearer picture of the direction you want to go with your site and how you want it make you money.

To map out your content structure you'll want to list out the main pages you want on your site. Below are a few of the page you should have.

- **Home Page** – On this page you'll want to entice people to do something very specific such as sign up for your email list or take a survey.
- **About Page** - On this page you'll want to tell people about who you are and what you do.
- **Contact Page** – You'll also want a page for people contact you.
- **Privacy Policy and Disclaimer Pages** – In order to share affiliate products and services on your website you'll need these pages to be compliant.
- **Blog** – These the place you will write your articles from how to post to product reviews.
- **Resources** – On this page you'll list relevant products and tools that you use.

Try It Now – Grab a blank sheet of paper and map out the pages your site will have.

Your site should have at minimum the pages I've mentioned above but also take some time to think outside the box of any other page you could make that will make the user experience better.

❑ **Step 4: Layout Your Content Plan**

Once you have your content structure laid out you need to come up with a content plan for your site. Content is the center of everything when it comes to affiliate marketing.

With good quality content on your site you'll be able to rank in search engines like Google that will drive quality traffic back to your site but in order to do this there are a few things you'll need to do to make this work.

- **How much content do you plan to write?** First you need to decide how much content you'll write per week. One article a week is a good starting point and you can work up from there.
- **Do you plan to outsource your content?** You also need to decide whether you want to hire people write the content for you or if you plan to do it yourself.
- **What kind of content do you plan to write?** Next you need to brain storm articles for your niche. This would include product reviews, pillar articles, and even a lead magnet that you can give away on your mailing list.

Try It Now: Now it's your turn put a plan together using the questions I've laid out above.

❑ Step 5: Launch Your Website

Now that you have your plan in place the next step is to launch your website. To do this you're going need a few tools.

- **Domain Name** – First you'll need a domain name for your website. I prefer Namecheap because it's simple and easy to use.
- **Web Hosting** – Next you'll need a place to host your website and for this I use Hostgator. It's inexpensive and works great.
- **WordPress** – Next you'll need WordPress, this is a content management software that helps you run your website.
- **Email Service Provider** – You'll also want a way to collect names and email addresses and for this I use GetResponse.
- **WordPress Theme** – Finally, you'll want some sort of theme for your website that gives it the look and feel that you want. There are free and premium themes of all sorts to choose from. I personally use Thrive Themes which you can check out [here](#).

Try It Now: Now that have the tools to get start you can [check out this free video](#) to help you get your website up and running.

Quick Tip: If you're not sure how to set all of this stuff up you can always hire someone on [Fiverr.com](#). Here is one gig I recommend that you can check out [here](#).

□ Step 6: Create Your Marketing Plan

Now that you have your website up and running and you have your first articles up and published the last thing you need to do is start marketing your work.

Here are a few ways you can go about marketing your content:

- **Email Out Reach** – Email out reach is a great way to get in touch with people in your industry. Simply send them an email ask if they are interested in working together to help promote each others content.
- **Social Media** – Second you'll want to use sites like Facebook or Twitter to get the word out. However you don't want to be on every social media site, rather pick just two social sites. More than that and you'll be spreading yourself to thin.
- **Guest Post** – Another thing you can do is reach out to other bloggers and ask to write a guest post. This also allows you to link back to your site to drive traffic back to it.
- **Create a YouTube Video** – Making a YouTube video allows you to share your content in a different media format and bring it to a different audience. You can also put a link in the videos description to drive traffic back to your site.
- **Create a Slide Share Presentation** – Finally you can also create a slide share presentation and post it to SlideShare.net, and again you can link back to your website to drive traffic back to it.

Try It Now: From the list above pick 2 to 3 of the options off the list to start marketing your site. There are a lot more ways to market your site than this but start here and work your way up.