



Launching with Your Affiliates Checklist

This checklist will help you walk through the process of launching your membership offer with your affiliates. In session 2 of our training, we showed you how to create a sales page and provided a template and a guide to help you do that. That sales page will be the focal point of our product launch.

Step 1: Creating Affiliate Appeal

- **Test Your Offer First:** If you're new in your niche and don't have an existing list of affiliates, it's a good idea to test your offer out using other marketing methods, including our suggested Integration Marketing, Viral Content Marketing and Retargeting on Facebook. That way, you can gather sales data for your potential launch partners. Some numbers you should know:
 - **Earnings per sale.** Focus on the recurring potential of this. The first sale may not be a large amount, but if members stay on, the income potential grows.
 - **Conversion rate.** Your conversion rate is expressed as a percentage of people who buy per 100 visitors. So if 7 people out of 100 people buy, you have a 7% conversion rate.
 - **Earnings per click.** This number is a calculation of how much, on average, affiliates can expect to make for each click they send. This is the most important statistics that the most savvy affiliates will want to see. The higher the number, the better.
- **Pick Your Launch Dates:**
 - Make sure you give your affiliates enough lead time before you launch, but ensure you remind them as the date gets close.
 - As far the duration of your launch goes, 4-5 days is about standard. You want it long enough so affiliates have enough time to promote and follow up. But you also want to ensure it's short enough to have plenty of urgency to get members signed up quickly.

- **Make Your Launch / JV Page:** Create a page where affiliates can learn about the launch and sign up for updates. We've provided a template to help you create a launch page. Some items to include:
 - Overview
 - Sales stats
 - About you
 - Contest (optional, but useful for creating urgency)
 - Once they've signed up, provide them with plenty of useful tools to promote the launch (we have provided a checklist for you)
- **Plan Your Approach and Contact:** Do your homework and know who you are trying to approach.
 - Focus on the benefit for the affiliate...get a feel for their marketing approach. What do they most want?
 - We've provided letter templates, but the more personal you can make your pitch, the more effective it will be.
 - Consider leading with content. If you're approaching bloggers who are more about sharing content with their readers than worrying about hard selling products, offer them to content to share with their audience.
 - If possible, promote the potential affiliate first. You'll get a better response if you've already promoted them.
 - If they agree to promote, make sure you follow up and keep in touch. Have an excuse to send a message: Ex. give them product access, tell them something about the product that you think their particular audience would be interested in, etc.

Step 2: Building Anticipation and Creating Urgency

- Your launch success depends on anticipation and urgency, so lay it on thick. You want your potential members and affiliates to feel both, so work that into your launch.
- **Start with a prelaunch period to build the anticipation:**
 - Educate your audience about the problem, so they know they need a solution.
 - Give them advice or tools to make them feel like they can solve their problem, but they need you to keep them on course.
 - Your affiliates can send traffic to free content, you can run a webinar or hangout or let your affiliates brand reports.

- With your affiliates, get them excited about the prizes and whatever other perks you're offering. Announce some of your high profile affiliate partners, so others will want to be a part of your launch too.
- **Create urgency, so people feel like they should sign up right away:**
 - **Pricing:** Start with a low charter member price and raise it at the end of the launch. With a membership, you can ensure your charter members that they'll keep that low price as long as they stay members, so they always pay the lowest price.
 - **Limited:** Only limit your member numbers if it makes sense to do that, but you can use limited time bonus offers. They must sign up by a certain time to get those bonuses. You could also offer a live training component, so they could only be part of the live experience by signing up by a certain period of time. You can use the recordings after, but the live option is limited.
 - **Exclusivity:** Make your potential members feel like they need to be part of your exclusive group. If you do your prelaunch well, this feeling of exclusivity will certainly be something your potential members will feel.
 - **Urgency for your affiliates:**
 - This is the best time for them to earn because of all the anticipation and urgency built into the launch.
 - They can win prizes.
 - Tap into their competitiveness and keep them up to date on the contest and acknowledge them in your emails.

Step 3: Run Your Launch

- Now that everything is in place, it's time to focus on turning visitors into sales and get your affiliates to keep sending you traffic.
- **Email your affiliates and prospects every day of the launch.** This helps you keep building that urgency.
 - **Be informative in your subscriber emails.** Give extra tips, give out content from your membership, educate them on how to use the membership to their benefit, answer commonly asked questions in your emails and invite your leads to ask any questions they might have.
 - **Be informative in your affiliate emails.** The concept is the same...keep them informed, so they look forward to those emails. Keep them up to

date on the contest, educate them on the product, highlight what some affiliates are doing for great results, give marketing tips that will help with your launch and beyond.

- **Communicate directly with individual affiliates.** Don't just rely on mass emails. Keep in touch throughout the launch. Give subtle nudges and extra personalized info if they haven't promoted yet. Acknowledge and thank your affiliates who are promoting.
- Overall the key is to be informative and give value in all aspects of your communication. Keep this in mind, along with creating anticipation and urgency for a stellar launch.