

Affiliate Manager CHECKLISTS

brought to you by... Angela Wills of Marketer's Mojo

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[Start Your Own Affiliate Program - Learn How Here](#)

Checklist For Choosing An Affiliate System

The following checklist is a list of some of the most common features to look for when choosing an affiliate management system for your affiliate program.

- Payment – How will you pay your affiliates?
- Supports desired commission structure? (PPC, Pay Per Sale, Pay Per Lead)
- Do you need multiple tiers?
- Need recurring commissions?
- Allows you to set cookies?
- Can you customize your commissions?
- Do you want an all-in-one solution (email list, shopping cart, affiliate program)?
- What is your price range?
- Is the program easy to set up?
- Refunds/Chargebacks/Fraud handled?
- How will you communicate with affiliates?
- Do you need setup for more than one site?

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Checklist for Affiliates Information

Your new affiliates need information about your program and how to promote it. Here is a checklist of some of the most important items to send your affiliates immediately upon signup and within a short time follow-up.

- Affiliate ID & Login Information
- How to sign in to check statistics
- Affiliate link
- Promotional resources
- Directions on setting up affiliate redirects
- Affiliate manual
- Promotional Autoresponders
- Training Videos
- Training Autoresponders

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Checklist for Promotional Tools

It's very important that you provide your affiliates with tools they can use to promote your products. Here's a checklist to help you decide what tools to give them.

- Emails
- Blog Posts
- Twitter Posts
- Graphics and Banners
- Text Ads
- Google Ads
- Brandable Reports
- Reviews
- Teleseminar Setup

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Checklist for Graphic Sizes

Providing affiliates with graphics in varying sizes allows them to choose the size that's right for their website. Here are some common sizes:

- Horizontal Banner 468x60
- Horizontal Banner 392x72
- Button 125x125
- Vertical Banner 120x240
- Vertical Banner 160x600
- Half Banner 234x60
- Button 1 120x90
- Button 2 120x60
- Micro Button 88x31

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Checklist for Finding Affiliates

Some people start an affiliate program and immediately jump to recruiting affiliates but I don't recommend that. Get set up first then look for affiliates. Here are some ways to find new affiliates:

- Contact Email List
- Create Blog Post
- Research Potential Affiliates
- Submit to Affiliate Directories
- Submit to Affiliate Announcement Service
- Buy Advertising in Ezines
- Google Adwords
- In-Person Networking/Conferences

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Checklist for Communicating With Affiliates

It's so important to keep in contact with your affiliates. Here's a checklist to help with that!

- Monthly Email to Affiliates
- Affiliate blog posts
- Autoresponder Messages
- Thank affiliates for promotions or sales

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Angela's focus is helping you build a business you LOVE.

The membership offers many advantages, including:

- Weekly marketing lessons that are easy to understand, use and most importantly TAKE ACTION on
- Networking forum
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